

AMERICAN GAS ASSOCIATION



LY-AUGUST
1960



"Too many cooks? Not with our new, rugged South Bend Ranges!"


"Our menu is so varied that we must have cooking equipment to turn out many à la carte orders fast, and still keep up with the demand of our regular menu. This is no problem with our new South Bend Gas Ranges on the job. We're *never* behind on orders."

That's the word from Arthur Nagler, Executive Chef at the Executive House, Chicago's newest hotel. With his bank of gas-fired South Bend Ranges, he knows he has the fastest, most efficient cooking equipment of all—flexible enough to stand up under the most rugged service.

South Bend's new high-speed burner, de-

veloped in cooperation with A.G.A.'s Research Lab, cuts pre-heat time in half, without loss of efficiency.

The Uniform Heat Top Burner saves 17 minutes heating 8 gallons . . . Open Top Burner saves 13 minutes heating 3 gallons. What's more, you get precise cooking control—down to a mere whisper of heat. Find out how you can cook food faster, better, at lower cost, with modern gas ranges. Call your local Gas Company's Commercial Sales Specialist or write to the South Bend Corporation, South Bend 21, Ind. *American Gas Association.*

FOR COOKING, GAS IS GOOD BUSINESS! 





Gaslight Village, Lake George, N. Y., seemed a good subject for summer coverage (story, p. 12)

If there were any over-all theme for each issue of the MONTHLY (there isn't, usually, because a magazine isn't put together that way), perhaps this could be called the Talent Issue. . . . Take the lead story, for example . . . here we have loads of executive talent—and fortunately A. G. A. is getting the benefit of it in its new officers nominated for the coming year. . . . On page 6 appears a whole galaxy of stars signed up as dramatic talent for the new gas industry TV shows. . . . On page 8 an advance story on this fall's Convention tells of the speaking talent lined up for the program, and it's impressive. . . . Even an imaginary person, Minnegasco's new animated cartoon character, had enough of what it takes to walk off with several contest prizes—see story on page 11. . . . Imagination was the main ingredient—plus gas—in creating Gaslight Village, a place where adults can go to relive their parents' lives (page 12). . . . Running A. G. A.'s Washington Office takes many kinds of talent. The Washington manager has to be a combination of reporter, lawyer, engineer, executive and diplomat, besides a few other things (see page 14). . . . When it comes to Salesmanship, you need talent to sell ice cubes to Eskimos—or air conditioning in New England. That story is on page 17.

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CONTENTS FOR JULY-AUGUST 1960

FEATURES

A. G. A. NOMINATES FOR 1960-1961	2
TOP TALENT STARRING FOR GAS IN NEW TV LINEUP	6
HEADLINERS BILLED AT OCTOBER CONVENTION	8
'MINNEGASCO' IS BEAUTY QUEEN OF ADS	11
GAS LAMPS LIGHT A TOURIST TOWN	12
A. G. A. COVERS THE CAPITAL SCENE	14
GAS COOLING HOT IN NEW ENGLAND	17
A ROAD TO HIGHWAY COOPERATION—by W. A. Bugge	19
GAS KITCHEN IS EASY TO DRESS UP	21

SECTIONS

MACHINE PERFORMS THREE 'R'S' IN DATA PROCESSING—by J. E. Towle (Accounting)	23
SAFETY MEN TO MEET IN SEPTEMBER (General Management)	25
NEW FURNACE CONCEPTS DESCRIBED (Industrial and Commercial)	26
'PEP' CAMPAIGN TO BE AUTUMN PROMOTION (Industrial and Commercial)	26
HI-LOAD CAMPAIGN PAYS OFF (Industrial and Commercial)	27
RUSSIA, RADIOISOTOPES DISCUSSED (Operating)	29

DEPARTMENTS

FACTS AND FIGURES	16
MEET YOUR ASSOCIATION STAFF (Ted Gradin)	20
INDUSTRIAL RELATIONS ROUNDTABLE	22
INDUSTRY NEWS	37
HIGHLIGHTS OF CASES BEFORE FPC	40
LIST OF NEW A. G. A. PUBLICATIONS	42
PERSONAL AND OTHERWISE	43
OBITUARY	47
CONVENTION CALENDAR	47
PERSONNEL SERVICE	48

INDEXED BY APPLIED SCIENCE AND TECHNOLOGY INDEX

VOL. 42

NO. 7

• The "American Gas Association Monthly" is published 11 times a year, monthly, except in July and August, when there is a bimonthly issue, by American Gas Association, Inc., 420 Lexington Avenue, New York 17, N. Y. The publication office is located at 73 Main Street, Brattleboro, Vt. Address communications to 420 Lexington Avenue, New York 17, N. Y., including manuscript copy for publication. The Association is not responsible for statements and opinions contained in papers and discussions appearing herein. Cable addresses: American Gas Association, "Amerigas, New York"; American Gas Association Laboratories, "Amerigaslab, Cleveland." Annual subscription: \$5 domestic (United States and Canada) and \$6 foreign. Second class mail privileges authorized at Brattleboro, Vt.

POSTMASTER: Send Form 3579 to American Gas Association
420 Lexington Ave., New York 17, New York.

For president

A.G.A. nominates for 1960-1961

Lester T. Potter, president, Lone Star Gas Company, and first vice president of A. G. A., has been nominated for president of the Association for the coming year.

Mr. Potter and other officer and director nominees were selected by the A. G. A. nominating committee. Delegates will vote on this slate during the annual A. G. A. convention to be held October 10-12 in Atlantic City.

E. H. Smoker, president, The United Gas Improvement Company, and second vice president of A. G. A., was nominated for the office of first vice president. John E. Heyke, president, The Brooklyn Union Gas Company, was nominated for second vice president.

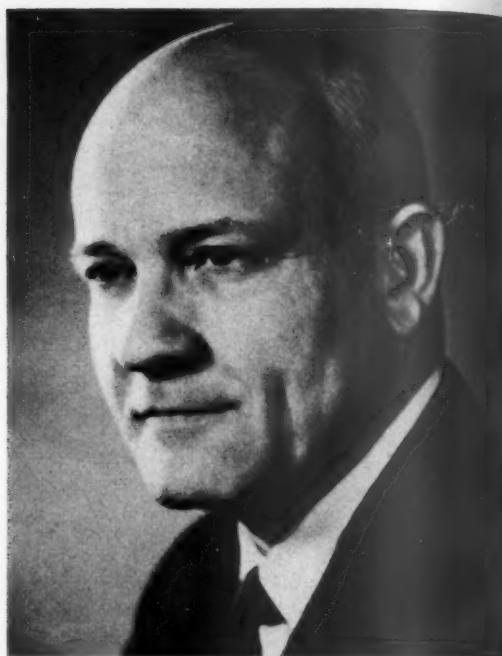
Charles H. Mann, treasurer, The Columbia Gas System, Inc., was nominated for A. G. A. treasurer. Mr. Mann has been nominated to succeed Vincent T. Miles, treasurer, Long Island Lighting Company.

The Association's constitution and by-laws, in Article X, Section 2, provide that any 50 company members of the Association may make additional nominations for any or all officers and directors, and that any 50 individual members of any A. G. A. section may make additional nominations for chairman or vice chairman of such section by placing their names in the hands of the A. G. A. managing director not later than August 1.

The General Nominating Committee for 1960 consists of the following members:

Donald S. Bittinger (chairman), president, Washington Gas Light Co.; George P. Garver, president, Natural Gas Pipeline Co. of America; Stanley H. Hobson, chairman of the board, Geo. D. Roper Corp.; W. M. Jacobs, vice president, Pacific Lighting Corp.; W. T. Nightingale, president, Mountain Fuel Supply Co.; Robert W. Otto, chairman of the board, Laclede Gas Co.; E. H. Tollefson, president, Consolidated Natural Gas Co.; Charles G. Young, president, Springfield Gas Light Co.; C. H. Zachry, director, Southern Union Gas Co.

Jac A. Cushman, A. G. A. secretary, is secretary of the committee.



LESTER T. POTTER

For vice presidents



JOHN E. HEYKE



E. H. SMOKER



CHARLES H. MANN

For treasurer ►

For directors



ESKIL I. BJORK



H. D. BORGER



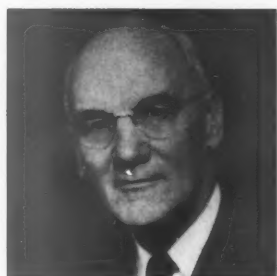
H. REID DERRICK



W. M. ELMER



WILLIAM G. HAMILTON, JR.



WILLIAM J. HARVEY



A. W. JOHNSTON



ROY E. JONES



OTTO W. MANZ, JR.



E. CLYDE MCGRAW



GERALD T. MULLIN



DALE B. OTTO



R. T. PERSON



A. B. RITZENHALLER



CHARLES M. STURKEY



GUY W. WADSWORTH, JR.

For chairmen



REINHOLD H. JOHNSON
Accounting Section



GORDON C. GRISWOLD
General Management Section



L. J. FRETWELL
Industrial and Commercial Gas Section

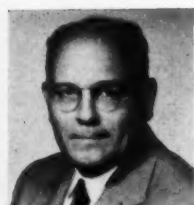


H. L. FRUECHTENICHT
Operating Section



J. J. McKEARIN
Residential Section

For vice chairmen



CONRAD F. MILLS
Accounting Section



WILLIAM B. TIPPY
General Management Section



WILMER D. RELVEA
Industrial and Commercial Gas Section



EDWIN F. TRUNK
Operating Section



A. B. LAUDERBAUGH
Operating Section



FRANK J. McLAUGHLIN
Residential Section

The committee was unanimous in its selection of nominees. Therefore, in accordance with the constitution and by-laws of the Association, the following list of nominees is proposed to the membership:

For president—LESTER T. POTTER, president, Lone Star Gas Co., Dallas, Tex.

For first vice president—E. H. SMOKER, president, The United Gas Improvement Co., Philadelphia, Pa.

For second vice president—JOHN E. HEYKE, president, The Brooklyn Union Gas Co., Brooklyn, N. Y.

For treasurer—CHARLES H. MANN, treasurer, The Columbia Gas System, Inc., New York, N. Y.

WISTER H. LIGON, president, Nashville Gas Co., Nashville, Tenn., becomes a director of A. G. A. upon completion of his term as Association president.

Newly nominated and renominated directors are:

*ESKIL I. BJORK, chairman, The Peoples Gas Light and Coke Co., Chicago, Ill.

*H. D. BORGER, president, The Peoples Natural Gas Co., Pittsburgh, Pa.

H. REID DERRICK, president, Laclede Gas Co., St. Louis, Mo.

W. M. ELMER, president, Texas Gas Transmission Corp., Owensboro, Ky.

*WILLIAM G. HAMILTON, JR., president, American Meter Co., Inc., Philadelphia, Pa.

*WILLIAM J. HARVEY, vice president in charge of gas operation, Public Service Electric & Gas Co., Newark, N. J.

*A. W. JOHNSTON, vice president in charge of gas operations, Boston Gas Co., Boston, Mass.

ROY E. JONES, president and general manager, North Shore Gas Co., Waukegan, Ill.

OTTO W. MANZ, JR., executive vice president, Consolidated Edison Co. of New York, Inc., New York, N. Y.

*E. CLYDE MCGRAW, president, Transcontinental Gas Pipe Line Corp., Houston, Texas

†GERALD T. MULLIN, president, Minneapolis Gas Co., Minneapolis, Minn.

DALE B. OTTO, president, New Jersey Natural Gas Co., Asbury Park, N. J.

R. T. PERSON, president, Public Service Co. of Colorado, Denver, Colo.

A. B. RITZENTHALER, vice president-sales, The Tappan Co., Mansfield, Ohio

CHARLES M. STURKEY, president, Washington Natural Gas Co., Seattle, Wash.

GUY W. WADSWORTH, JR., president and general manager, Southern Counties Gas Co., Los Angeles, Calif.

Nominees for Section chairmen and vice chairmen are as follows:

ACCOUNTING SECTION

For chairman—REINHOLD H. JOHNSON, general auditor, The Brooklyn Union Gas Co., Brooklyn, N. Y.

For vice chairman—CONRAD F. MILLS, manager, general accounting div., Philadelphia Electric Co., Philadelphia, Pa.

GENERAL MANAGEMENT SECTION

For chairman—GORDON C. GRISWOLD, vice president & treasurer, The Brooklyn Union Gas Co., Brooklyn, N. Y.

For vice chairman—WILLIAM B. TIPPY, president, Commonwealth Services Inc., New York, N. Y.

INDUSTRIAL AND COMMERCIAL GAS SECTION

For chairman—L. J. FRETWELL, director, commercial and air conditioning sales, Oklahoma Natural Gas Co., Tulsa, Okla.

For vice chairman—WILMER D. RELYEA, assistant manager, industrial sales, Public Service Electric & Gas Co., Newark, N. J.

OPERATING SECTION

For chairman—HERMAN L. FRUECHTENICHT, di-

rector of gas procurement and development, Consumers Power Co., Jackson, Mich.

For 1st vice chairman—EDWIN F. TRUNK, chief engineer, Laclede Gas Co., St. Louis, Mo.

For 2nd vice chairman—ALBERT B. LAUDERBAUGH, assistant vice president, The Manufacturers Light & Heat Co., Pittsburgh, Pa.

RESIDENTIAL GAS SECTION

For chairman—J. J. McKEARIN, sales manager, Laclede Gas Co., St. Louis, Mo.

For vice chairman—FRANK J. McLAUGHLIN, vice president, Providence Gas Co., Providence, R. I.

* Renominated.

† Nominated for one year to complete unexpired term of Mr. John Heyke, nominated as second vice president.

Accidents down 17.1% in first quarter of 1960

Accident experience of the gas utility and pipeline industry during 1960 may achieve another record low frequency rate as indicated by reports received from a sample of 83 companies.

The first quarter frequency rate of 1960 shows a 17.1% improvement from the first quarter of the previous year. The frequency rate of the previous year was 7.19. As a result of one less fatality in the current quarter the severity rate is 33.8% below the rate of 441 of the same period last year. Based on these comparisons the year 1960 should be the thirteenth year in which the gas utility and pipeline industry has improved its safety record.

The sample, representing 39% of the total employees reported by the 508 companies which submitted annual accident data for 1959, indicates a frequency rate of 5.96 disabling injuries per million manhours worked during the first quarter of 1960. The rate is 18.5% lower than the annual rate of 7.31 in 1959 and 17.1% lower than the 7.19 which occurred in the same quarter last year.

A 44.5% drop in the severity rate was noted during the period from the 1959 annual rate of 526 days lost per million manhours of exposure.

Seventy-three of the eighty-three sample companies furnished vehicle acci-

dent statistics. These companies represent more than 37% of the industry's total employees and operated 21,121 vehicles which traveled more than 58 million miles.

The number of reportable vehicular

accidents as of March 31, 1960 aggregated 1,029 or 1.76 accidents per 100,000 miles traveled. This rate is 35.4% higher than the 1959 annual rate of 1.30 accidents per 100,000 miles traveled.

GAS EMPLOYEE ACCIDENT EXPERIENCE

1st Quarter 1959

	1959 Annual	1959 1st Quarter (Sample)	1960 1st Quarter (Sample)
Number of reporting companies	508	83	83
Average number of active employees	192,942	75,075	75,931
Number of injuries			
Fatality	17	2	1
Permanent total disability	1	0	0
Permanent partial disability	107	2	6
Temporary total disability	2,744	265	220
Total	2,869	269	227
Days charged			
Fatality	102,000	12,000	6,000
Permanent total disability	6,000	0	0
Permanent partial disability	49,280	274	1,665
Temporary total disability	49,045	4,254	3,463
Total	206,325	16,528	11,128
Frequency rate	7.31	7.19	5.96
Severity rate	526	441	292
Vehicle accident statistics			
Average number of employees	150,952	69,695	71,804
Number of vehicles	46,646	22,481	21,121
Vehicle miles traveled (000)	545,494	52,764	58,402
Number of reportable accidents	7,105	954	1,029
Number of personal injuries	322	29	54
Accidents per 100,000 miles traveled	1.30	1.81	1.76

TOP TALENT

starring for gas
in new

TV LINEUP

MEADE,
STANWYCK
are
hostesses

Barbara Stanwyck will be
new gas industry hostess
on 1960-1961 play series



Julia Meade is
of summer show
Company Playhouse



One of the theater's brightest names has been signed to present a new gas industry showcase on national television.

The star is Barbara Stanwyck, an actress who has been a box-office favorite for many years, and who has at the same time won universal respect for her fine performances in major motion pictures.

The program of which Miss Stanwyck will be hostess is a half-hour quality dramatic series, to be broadcast at 10 p.m. Eastern Time each Monday evening over the NBC-TV network. A. G. A. will be the sponsor every other week beginning September 19, in effect giving the gas industry its own national TV show.

Miss Stanwyck, in addition to presenting the plays each week in person,

will star in many of them. Other equally famous stars will portray leads or appear with Miss Stanwyck in the series.

Presently known as "Barbara Stanwyck Theater," the show will be introduced by Miss Stanwyck as "Gas Company Playhouse."

"Gas Company Playhouse" also is the title of the summer series being sponsored by A. G. A., on which Julia Meade for the first time is acting as hostess in addition to presenting the gas commercials. Julia Meade will, of course, also present the commercials for gas on "Barbara Stanwyck Theater" during the 1960-61 television season.

Julia Meade's "Gas Company Playhouse" was scheduled to kick off on July 5, at 8:30 p.m. EDT, and to appear every other Tuesday at that time

through September 13.

The two series are tied together by the fact that Barbara Stanwyck, in addition to conducting the winter series, is the star of the opening play of the summer series.

Thus, continuous gas industry television programming is being resumed with only a brief break following the final "Playhouse 90" presentation on May 18.

In sponsoring a half-hour play, PAR Director S. F. Wikstrom explains, A. G. A. is returning to the Television Committee's original conception of a gas industry show.

In sponsoring "Playhouse 90," a committee decision was made to vary this concept somewhat in order to take advantage of the best television offering



Joanne Dru is featured in "Lady from Winnetka," the play for August 30



Jane Powell plays a serious role in "Fix a Frame for Mourning"



Jane Russell plays lead in "MacCready's Woman," August 16



Eddie Albert appears in "The Promise," set for July 19



Charles Boyer will star in "Guest for Dinner" on September 13



available at that time, Mr. Wikstrom says.

This decision turned out to be a wise one, since "Playhouse 90" in its four-year career chalked up more honors than any other television show, and provided a showcase for gas which exceeded expectations in bringing a favorable image of gas to millions of viewers.

The new shows will combine many advantages as vehicles for gas. Among them, besides major alternate week sponsorship, are choice time periods and top, promotable stars.

For maximum viewership, a prime evening time was desired. This requirement is fulfilled by the 8:30-9:00 p.m. EDT slot of the summer "Gas Company Playhouse" and by the 10-10:30 Eastern Time period of the "Barbara Stanwyck Playhouse," times which fall

during or after the dinner hour across the continent, without being too late for family viewing in the East.

A time early in the week was considered desirable, according to Mr. Wikstrom, in order to provide gas companies an opportunity to follow up commercials with local merchandising for the remainder of the week. This demand also is met by the Tuesday scheduling of the summer show, and the Monday evening placement of the regular show.

In featuring famous name stars, the gas industry shows will return in television to the system which spelled box-office success in motion pictures.

Each of the summer "Gas Company Playhouse" dramas features a well-known name performer in the leading role, as follows:

July 5, "Three Years Dark"—Barbara Stanwyck.

July 19, "The Promise"—Eddie Albert.

August 2, "Fix a Frame for Mourning"—Jane Powell.

August 16, "MacCready's Woman"—Jane Russell.

August 30, "Lady from Winnetka"—Joanne Dru.

September 13, "Guest for Dinner"—Charles Boyer.

Appearing with the hostess on "Barbara Stanwyck Theater" will be well-known Hollywood stars with such promotable, audience-building names as those of James Mason, Walter Pidgeon, Myrna Loy, Guy Madison, Walter

(Continued on page 35)



A. G. A. President Wister H. Ligon will deliver Presidential Address



Martin L. Bartling, Jr., NAHB president, will speak on home market

Dr. Arnold K. Henry, University of Pennsylvania, is speaker



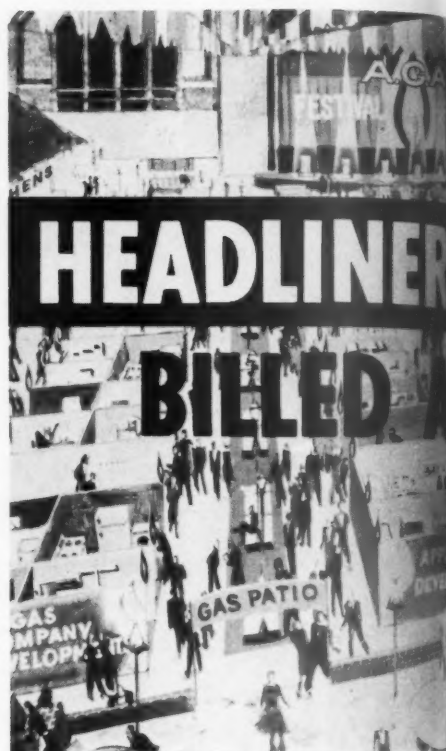
Christy Payne, Jr., is chairman of committee for "Festival of Flame"



G. J. Tankersley will be on panel of young gas company presidents



Julia Meade is among noted personalities on Convention program



Great opportunities that lie ahead for the gas industry in the "Soaring Sixties" will be discussed by a team of leading speakers at the 42nd Annual American Gas Association Convention, October 10-12, in Atlantic City's mammoth Convention Hall.

Major feature of the 1960 Convention will be a 90,000 square foot "Festival of Flame" Exhibit which will occupy the entire main floor of Atlantic City's completely renovated Exhibit Hall beginning Sunday, October 9.

Marvin Chandler, general Convention chairman and president, Northern Illinois Gas Company, is planning the Convention and Exhibit as a "packaged" affair. An attractive "Festival of Flame" Cafe will be set up on the stage of the Exhibit Hall so that delegates can enjoy

a Dutch Treat luncheon in full view of the "Festival of Flame" Exhibit.

A special parade, complete with band and visiting dignitaries, is being planned. It will proceed up the Boardwalk from The Traymore Hotel to the Convention Hall on Sunday, October 9.

Three General Sessions have been planned for Monday, Tuesday and Wednesday mornings, October 10-12. The programs will underscore the fact that the Sixties promise to be a "Decade of Opportunity" for an alert and aggressive gas industry.

"Opportunities for Greater Understanding" will be the theme for the Monday General Session. The Honorable William R. Connole, former commissioner, Federal Power Commission, will deliver a major address on the sub-

ject, "Where is the Gas Industry Headed in the Regulatory Field?" Mr. Connole will be introduced by the incoming President of the Independent Natural Gas Association of America.

A. G. A.'s top official, Wister H. Ligon, president, Nashville Gas Company, will set the theme for the entire Convention in his Presidential Address on Monday morning. A third speaker, whose name will be announced at a later date, will discuss "The Long-Range Economic Outlook at the National Level."

The Tuesday morning theme will be "Opportunities for Greater Sales". Wendell C. Davis, president, Gas Appliance Manufacturers Association and president, Cribben and Sexton Company, will discuss "Building a Healthy

W. M. Elmer will be on panel which will present "Opportunities Unlimited"



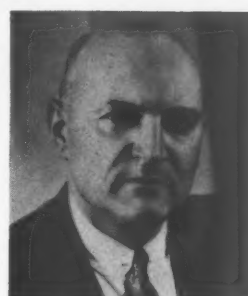
Lt. General James M. Gavin will address delegates on "Opportunities in Research"



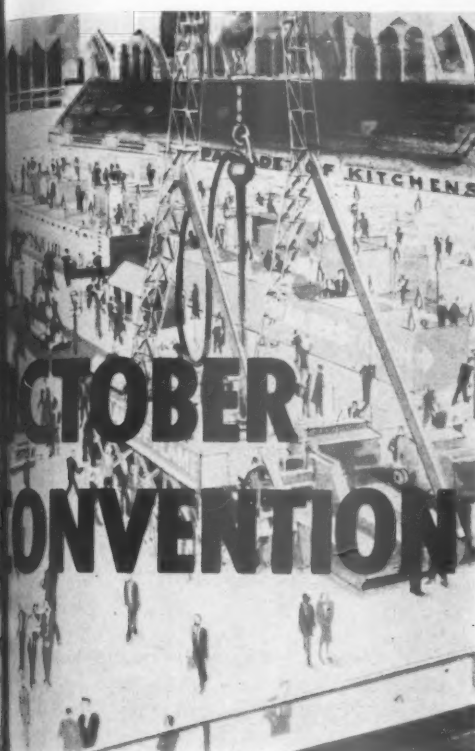
GAMA President Wendell C. Davis will outline ways to a healthy business climate



Former FPC Commissioner William R. Cannoles will speak on gas regulation



Marvin Chandler is general Convention chairman for 1960



Climate for Gas Appliances and Equipment." He will be followed by Martin L. Bartling, Jr., president, National Association of Home Builders, who will address the Convention on "Opportunities in the New Home Market."

Lt. General James M. Gavin, president, Arthur D. Little, Inc., will speak on the subject "Opportunities in Research" on Tuesday morning. General Gavin, a nationally-known figure, is expected to discuss the role of research at the national and industry levels and to touch on the future of the fuel cell and other exciting new developments. He will also include suggestions on research at the company level.

"Opportunities for Better Management" will be the theme for the Wednesday morning General Session.

"Opportunities Unlimited"—a panel discussion, will be featured at this session. Delegates will meet four young or new gas company presidents. Some fresh and exciting ideas may be expected from the following:

Sales—G. J. Tankersley, president, Western Kentucky Gas Company;

Operations—Donald S. Bittinger, president, Washington Gas Light Company;

Rates—Charles H. Whitmore, president, Iowa-Illinois Gas and Electric Company;

Gas Supply—W. M. Elmer, president, Texas Gas Transmission Corporation.

Other key speakers on the Wednesday Session will discuss the development of better managers and opportunities

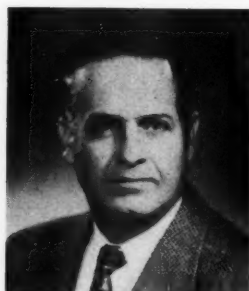
for going to market for money.

Following the morning General Session on Wednesday, October 12, a Grand Finale Luncheon will be held in the Ballroom of the Atlantic City Convention Hall. A top national figure will close the Convention by looking into his "crystal ball" and forecasting some of the exciting things to come in the next decade.

Other features of the Convention will include a broad variety of Section meetings plus the traditional Home Service Breakfast and the Home Service Round-Table.

As a special added attraction, Michigan Consolidated Gas Company will present two showings of "Gasarama," described by those who have seen it as "the most spectacular staging of the

*Special events will include spectacular 'Gasarama' showings,
Home Service Breakfast and Roundtable,
President's Reception and Ball*



Donald S. Bittinger
will discuss "Oppor-
tunities Unlimited"

Hugh Wathen is chair-
man of the enter-
tainment committee



Charles H. Whitmore
will be on young
president's panel

Spectacular "Gasarama"
will be a Convention
high spot on two days

story of gas ever seen." This enter-
taining 40-minute skit will be shown on
Monday and Tuesday afternoons, Octo-
ber 10 and 11 under sponsorship of
various A. G. A. Sections.

Among the new features of the 1960
General Sessions will be a brief morning
session for all ladies attending the Con-
vention. The ladies also are invited to
tour the "Festival of Flame" Exhibit
and to attend the various sessions of
the Convention. A Ladies' Luncheon
and Party will be staged at the Amba-
sador Hotel on Tuesday afternoon, Oc-
tober 11, and a special program listing
all the events for the ladies will be
printed this year for the first time.

At 8 o'clock on Monday evening,
October 10, all the delegates and their
ladies are invited to the mammoth Presi-
dent's Reception, Entertainment and
Dance in the Main Ballroom at the
Convention Hall. This to be the social
high spot of the Convention. Dancing
will continue until 1 A.M., and a top-
flight stage show is also planned.

The A. G. A. Housing Bureau in
Atlantic City reports heavy advance
PREregistrations for the 1960 Con-
vention and Exhibit. As the MONTHLY
went to press, the Shelburne Hotel and
the Claridge were completely booked.
The Dennis Hotel was almost booked

and other top flight accommodations
were going fast. This year many dele-
gates were requesting housing in At-
lantic City's handsome new motels. Two
of these motels, the Colony and the
Empress have been designated as joint
headquarters for A. G. A. Sections.

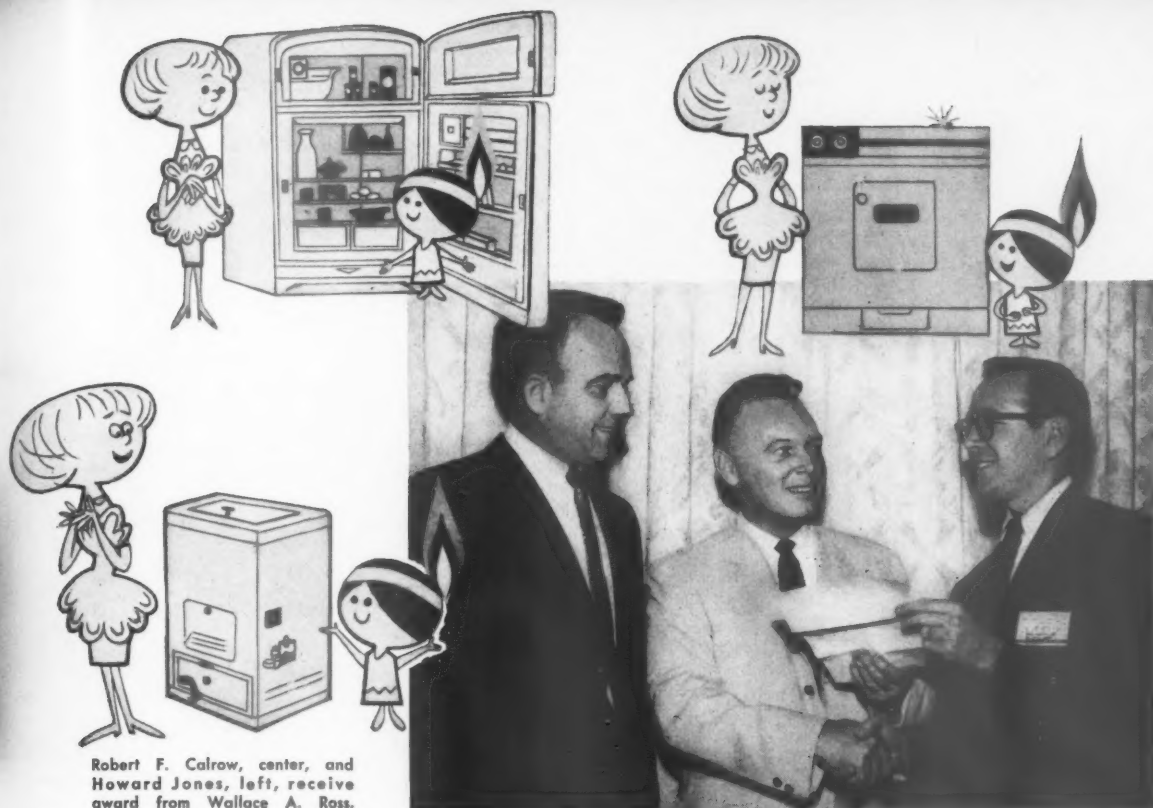
Festival of flame exhibit creates opportunity for sales promotion at Central Hudson

Central Hudson Gas and Electric Cor-
poration will arrange transportation and
overnight accommodations for natural
gas heating dealers from its franchise
area to the "Festival of Flame" Exhibit
at the A. G. A. Convention in Atlantic
City, October 9-12. One or more bus-
loads of dealers will leave from Kings-
ton, Poughkeepsie, and Newburgh, New
York on the morning of October 10,
arriving in Atlantic City in time for a
full afternoon at the Exhibit. After an
overnight stay in Atlantic City, the deal-

ers will return home on October 11, ar-
riving by mid-afternoon.

Central Hudson officers say they con-
sider this an excellent opportunity to
develop enthusiasm among dealers by
showing them the latest and most sig-
nificant developments in gas applications
and by making them aware that the gas
industry is an expanding one offering
new products and exciting merchandis-
ing opportunities. In addition, such a
trip offers an invaluable opportunity for

(Continued on page 34)



Robert F. Calrow, center, and Howard Jones, left, receive award from Wallace A. Ross, American TV Commercials Festival

'Minnegasco' beauty queen of ads

Minneapolis Gas Company's animated television commercials featuring a cute cartoon character named 'Minnegasco' have made a sweep of awards in recent advertising commercial and copy contests.

'Minnegasco' is a little Indian maid who wears a gas flame like a feather in her cap—or rather, her headband. She stars in a series of animated commercials for domestic uses of gas.

Major awards were two top citations given the Minnegasco ads at the First American TV Commercials Festival, held in May at New York's Roosevelt Hotel.

"Best of Category" award in the Consumer Service category went to two of Minneapolis Gas' entries in a split award. A special award for excellence as the best local ad went to one of the same entries.

The two commercials honored were a 60-second utility ad entitled "Newly-

weds," and a 20-second gas dryer ad entitled "Clothesline." "Clothesline" was the winner of the special award.

The competition was the first such national contest on a professional level to be held. The awards won by Minneapolis Gas were among 37 category awards and 10 citations for special excellence.

According to *Sponsor* magazine, more than 1,300 TV commercials were entered in the festival by advertisers, agencies, and producers. Of these, the 250 best were screened in the three days of the competition.

The TV Commercials Council, composed of over 50 advertising men, representing agencies, sponsors, producers, stations, and trade publications, selected the 250 commercials shown in the screenings, and the 37 final category winners.

Minneapolis Gas Company made as

good a showing as any advertiser in the competition, as no advertiser won more than two awards. No higher award, such as a "Best of Show" prize, was given.

Another contest in which Minneapolis Gas' TV commercials won a top award was Twin Cities Art Directors' Show. The commercial "Newlyweds" won the only award in the "Animation" classification, in a field of 572 entries judged by the Chicago Art Directors' Club.

Minneapolis Gas also won second place award in the "Complete Program" classification, in this year's Public Utilities Advertising Association Better Copy Contest.

Advertising agency developing the Minnegasco ads was Knox Reeves Advertising, Inc. The agency shared in the recognition given the commercials in the various contests.



*Visiting vacationers are
time travelers, too, at re-created scene
from gaslit 'Gay '90's'*

Gas lamps light a tourist town

Gaslights now are drawing crowds of tourists to Lake George, New York. "Gaslight Village," a full-scale replica of a "Gay 90's" community, is the newest of a score of tourist attractions in the Saratoga-Lake George region.

Covering 40 acres at the edge of Lake George Village, this Disneyland-type family attraction features vaudeville, silent movies and other old-time entertainment in a turn-of-the-century setting.

Providing a nostalgic atmosphere for the entire scene is the illumination from 60 gas street lamps which furnish the outdoor lighting for Gaslight Village.

Most of the gaslights are the original gas lamps from the streets of Philadelphia and Baltimore, supplied by the Welsbach Corporation. Others are new lamps, copied from the older models. Gas for the lamps is supplied by the Sun Gas Company, of Glen Falls, N. Y.,

through more than a mile of underground line in the Village.

Gaslight Village is one of a group of attractions in the area in which bygone or fictional scenes are recreated. Some of the others are Storytown, Ghost Town, Animal Land, and Fairyland Village.

Gaslight Village this summer is opening its second season, following a highly successful first season in 1959, according to Charles R. Wood, its builder and operator, who also owns the rival Storytown.

Mr. Wood, "believing in good, clean dollar-value competition," opened Gaslight Village as an attraction primarily for adults, in contrast to the other villages whose appeal is mainly to children. However, says Mr. Wood, "the first season of operation showed that in general the visitors were as anxious for their children to step back into the Gay Nine-

ties as they were themselves." Therefore, special shows and other events for kids have been added this year.

An announcement containing Mr. Wood's own description of the Village conveys much of its unique flavor.

"Gaslight Village with its period buildings, priceless furnishings, antique vehicles and real gas street lights is open from noon to midnight and highlighted by old time mellerdramas, silent movies, vaudeville acts, nightly dancing and many more entertaining features, all at no extra charge.

"Antique autos, high wheel bikes and a horse drawn trolley ply the streets, and at one end of town is a U-Drive-It antique car ride, all of which add as much to the nostalgic atmosphere of the Gay Nineties as does the romantic Open Air Beer Garden with its beer in steins and refreshments.





Scene around central plaza of Gaslight Village includes period buildings, high-wheeled bikes, horsedrawn carriage (above), and, of course, gaslights



Entertainment includes vaudeville at outdoor theater (above), silent movies, "old time mellerdramas," dancing, and refreshments at open air Beer Garden

"A new area, with a typical 1900 Coney Island boardwalk theme, will feature among other things a side show, peep show, shooting gallery, photo gallery, beach area, fun house, and ride area, most of which will be free and of interest to children and adults.

"The 1960 visitors will enjoy many street activities including comic Keystone Cop antics.

"Many large buildings, including the beautiful Old Opera House which can seat 1200 people, make Gaslight Village a rain or shine attraction, open daily from June 18 to September 11."

In addition to providing street lighting, gas also is used to cook the 100,000 or more meals and snacks served to patrons during a season.

According to Neil Smith, manager of Gaslight Village, this particular attraction was created as a result of popular

demand. Specifically, the idea developed from answers to polls conducted at Storytown among patrons of the other villages. Interviewees were asked their likes and dislikes, their preferences in possible new attractions, and their suggestions.

Strong interest was expressed in a recreation of the "Good Old Days," and in more adult types of entertainment.

Gaslight, Mr. Smith says, seemed to sum up in one symbol the strong trend toward the romance and nostalgia of older days, and to provide a perfect basic theme for a new village embodying the tourists' own wants and ideas.

Success of the new venture appears to bear out these conclusions.

Gaslight Village is, of course, only one more evidence of the nationwide revival of interest in gas lights.

Lamps for Gaslight Village were only

one order in a growing flood being handled by the Welsbach Corporation. According to Francis W. Werring, superintendent of the company's Baltimore division, the Baltimore plant recently has resumed manufacturing complete gas street lights after having discontinued production more than 25 years ago. Demand has been so great, according to Werring, that the company has started using the old designs again, incorporating improvements developed in recent years.

In the past four years, the company also has rehabilitated an estimated 15,000 of its old lights, most of which have been sold by Arkansas Louisiana Gas Company.

Besides Welsbach, a number of other companies, including Arkla itself, are now actively turning out gas lights to meet the demand.

Gleaming new
Premier Building
is new
Washington headquarters



Washington Office's manager,
Curtis Morris, and
secretary Kay Seruton answer
correspondence



A.G.A. COVERS THE CAPITAL

● Keeping members informed of actions in Congress, commissions and court Federal

There is an open door in the nation's Capital, for every member of the gas industry—A. G. A.'s Washington Office.

Since its recent relocation, the door is open even wider than before. Visitors now will find it at 1725 Eye Street, N.W., in the brand-new Premier Building, a handsome modern structure befitting the status of gas as an up-and-coming \$20 billion industry.

They will also discover that their "door in Washington" is no mere phrase, but an actuality, when they learn that the tastefully decorated suite includes an extra room reserved exclusively for use as a temporary office or confer-

ence room by visiting members.

In order to give members a report on what they may see, the MONTHLY recently paid a call to the new Washington office.

First impression on stepping through the door is of no-lost-motion efficiency, in an atmosphere of important developments sensed rather than seen. Superimposed on this background of unhurried yet urgent events is the warm cordiality of the staff, who take time to turn full attention to the visitor and his wants. Setting the tone for this hospitality is the Southern-style courtesy of the Washington Office's manager, Curtis Morris.

Streamlined organization of effort is essential to the office in its task of keeping abreast of the tremendous tide of Washington affairs. For besides maintaining an open door (perhaps its easiest job), the Washington staff also keeps its eyes, its ears and its lines of communication open to ensure that all important developments which could affect the gas industry or A. G. A. members are noted, investigated and reported on.

This description of Washington office functions does not include efforts to influence legislation through lobbying. The simple reason is that A. G. A. has not engaged directly in this type of activity,



Frank Wise pores over Congressional Record, uses phone and legs to keep up on legislation

Utilization Engineer Seward Abbott provides gas facts, figures for Government projects



CAPITAL SCENE

and could Federal agencies informed of facts on gas, is Washington assignment

even though the manager is formally registered as a lobbyist, and therefore is legally entitled to do so. As explained by Mr. Morris, the usefulness of the Washington staff has been greatest in consulting, answering questions and providing information. In this area, freedom is exercised for copious contacts with members of Congress and Government personnel, as well as with A. G. A. members and their representatives.

A. G. A. members who have not had occasion to pursue Capital affairs personally may be most familiar with the work of the Washington Office through

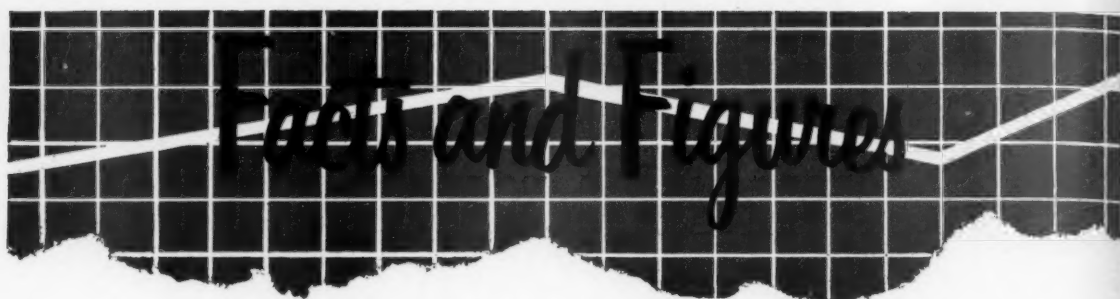
its publications, the bi-weekly Information Service newsletter, and the monthly *A. G. A. Index* listing Federal regulatory, legislative and judicial developments.

Readers of the newsletter, which Manager Curtis Morris personally prepares, are well aware of the extensive coverage it provides—far more succinct, comprehensive, and directly pointed to the readers' interests than any Washington newspaper correspondent's columns. Running between 20 and 30 pages per issue, it not only reports factually on Government actions and developments, but provides trenchant interpretation of

their significance. Such alertness to the meaning of events would be impossible without the long years of gas industry experience brought to the job by Mr. Morris, a Transcontinental Pipeline Corporation vice president before he joined A. G. A. in 1953.

In order to get the facts, Mr. Morris must spend most of his time outside his office. On his itinerary are nearly daily visits to the Federal Power Commission, twice or thrice weekly trips to Capitol Hill, and frequent calls to such other Government agencies as the Interstate Commerce Commission, the Securities

(Continued on page 35)



Prepared by A. G. A. Bureau of Statistics

Sales of gas to ultimate consumers during April, 1960, amounted to 8.5 billion therms. This represented a relative increase of 9.7 per cent over April, 1959, and lifted the April A. G. A. index of gas sales 25.0 points above the 1959 level to 283.0. This increase in sales was achieved despite slightly milder weather in April. However, it should be noted that most large utilities have cycle billing, and, therefore, a large portion of the reported sales for April were actually made during the abnormally colder March.

Industrial activity, as measured by the Federal Reserve Board index of industrial production, increased 1.9 per cent, whereas industrial sales of gas showed a decline of 2.3 per cent. The decrease also can be ascribed to the March cold wave when deliveries to large-volume industrial consumers were curtailed to meet the heating requirements of the nation's 20 million gas house heating customers. For the 12-month period ended April 30, 1960, sales to industrial users aggregated 45.0 billion therms, a 7.3 per cent increase over the previous 12-month period. Total sales by the gas utility and pipeline industry rose by 9.4 per cent, approaching the 90 billion therm level.

The U. S. Bureau of the Census has revised its series on housing starts beginning with the estimate of January, 1959. The new estimate for 1959 non-farm housing starts is 1,530.9 thousand as opposed to 1,378.5 thousand reported in the old series. Preliminary data indicate that the estimate for the first four months of 1960 in the old series is too low by 16.3 thousand. The differences are accounted for by a more complete survey of agencies issuing building permits, a new procedure for estimating starts for which permits are not required, inclusion of some seasonal and

(Continued on page 34)

SALES OF GAS AND ELECTRIC RESIDENTIAL APPLIANCES DURING MAY, 1960

(WITH PER CENT CHANGES FROM THE CORRESPONDING PERIOD OF THE PRIOR YEAR)

	May		April		First Four Months of 1960	
	Units	Per Cent Change	Units	Per Cent Change	Units	Per Cent Change
RANGES (including built-ins)						
Gas	142,700	-11.0	156,400	- 5.7	620,400	- 2.8
Electric	n.a.	n.a.	127,000	- 6.7	540,100	- 4.3
WATER HEATERS						
Gas	201,700	-15.7	216,600	-17.1	894,600	-15.1
Electric	n.a.	n.a.	53,300	-25.0	237,600	-16.4
GAS HEATING—total	84,304	- 6.6	84,676	- 5.1	313,398	- 3.4
Furnaces	67,000	- 9.9	67,600	- 7.7	248,400	- 7.6
Boilers	9,004	0.0	9,876	+ 1.3	34,398	+13.1
Conversion burners	8,300	+20.3	7,200	+14.3	30,600	+21.9
OIL-FIRED BURNER INSTALLATIONS	41,927	- 7.0	41,492	+ 0.4	167,691	+ 4.9
DRYERS						
Gas	n.a.	n.a.	17,554	-26.3	122,708	- 5.6
Electric	n.a.	n.a.	35,659	-18.9	240,680	- 7.7

Sources: Gas Appliance Manufacturers Association, National Electrical Manufacturers Association, "Fuel Oil and Oil Heat," and American Home Laundry Manufacturers Association.

GAS SALES TO ULTIMATE CONSUMERS BY UTILITIES AND PIPELINES DURING APRIL, 1960

(MILLIONS OF THERMS)

Month of April	Month of April			Twelve Months Ended April 30		
	1960	1959	Per Cent Change	1960	1959	Per Cent Change
Natural gas	8,242.2	7,503.5	+ 9.8	87,462.4	80,448.4	+8.7
Manufactured and mixed gas	243.8	233.4	+ 4.5	2,305.8	2,436.2	-5.4
Total gas	8,486.0	7,736.9	+ 9.7	89,768.2	82,884.6	+8.3
Residential, commercial and other	4,902.5	4,070.4	+20.4	44,731.5	40,905.8	+9.4
Industrial	3,583.5	3,666.5	- 2.3	45,036.7	41,978.8	+7.3
April indices (1947-1949 = 100)						
Total gas sales (A. G. A.)	283.0	258.0	+ 9.7			
Residential, commercial and other (A. G. A.)	321.1	266.6	+20.4			
Industrial (A. G. A.)	244.1	249.8	- 2.3			
Degree days (A. G. A.)	75.4	79.9	- 5.7			
Daily cumulative degree days						
Month of April	283	300	- 5.7			
Season to date (total—July through April)	4,375	4,168	+ 5.0			



Gas lights on model home lawns helped promote air conditioning. Right, some of the hundreds who visited the homes

Gas cooling hot in New England

The classic example of the hot-shot salesman is the fellow who could sell refrigerators to Eskimos.

The gas industry has salesmen who, if they are not the equal of this legendary character, certainly belong in the same league.

While it has not precisely been selling refrigeration to Eskimos, the Springfield Gas Light Company in Massachusetts has been doing just about the next thing to it—selling gas air conditioning in New England where there are only a few really hot days a year, and furthermore, conducting successful campaigns for gas cooling in mid-winter with snow blanketing the ground.

The Springfield Gas Light Company, as a result of well-planned and aggressive promotions, has filled this year's summer valley to the extent of 66 new installations in 1959 totalling 329 tons.

The sales were made in several categories, as follows:

	Units	Tons
For existing homes	10	41.5
For new homes	24	98.0
In existing commercial construction	10	42.0
In new commercial construction	20	139.0
Addition to existing installation	2	8.2
	66	329.0

Here is the company's own report on its program:

"In the new residential market, our promotion was directed through the 'Blue Flame Home.' This was a special promotion for builders who installed in their model homes all-year gas air conditioning and gas appliances for all domestic uses. As an added attraction a gas light was installed on the front lawn of each model home.

"These model homes were advertised

in the local newspaper, the cost being shared cooperatively by the builder and the company.

"Four of the model homes were opened for inspection during the year and were visited by many hundreds of people.

"We feel that this program alone resulted in sales to other builders and to existing homes.

"Along with the Blue Flame effort, full use was made of all media including newspapers, radio, and television to promote gas air conditioning on a planned schedule throughout the air conditioning season.

"Another promotional technique used was participation in local flower shows and home builder shows, where air conditioning exhibits were placed. Participation in National Home Week also was obtained through the cooperation

Snow on the ground was no wet blanket for Springfield air conditioning campaign, as sign before model home shows



of the Blue Flame Home builders.

"Using the user" is a by-word at Springfield Gas Company. Mailings to prospects for replacement air conditioning incorporated testimonials showing a picture of a customer and his residence. Further direct mailings were made to users of warm air heating systems, both our own customers and users of other fuels. These mailings took the form of personal letters from our sales representatives and proved to be of great value.

"Brochures were mailed to prospects for residential air conditioning, showing the homes of neighbors who were enjoying gas for air conditioning.

"In the commercial field, especially the new home construction market, personal contacts with architects, mechanical engineers and contractors were made. Engineering assistance was given when requested. Here again, specially designed advertising was prepared for

this market, and appeared in planned schedules via newspaper, television and radio.

"In existing commercial buildings, our program was similar to the residential replacement effort. Advertising slanted toward this market appeared in the newspaper, on television and on radio. Direct mailings were made to prospects in the form of personal letters and specially prepared commercial brochures. Lists of our customers were furnished to prospective buyers for reference.

"All of the above activities have to do with getting prospects—and unless means for conversion to sales is available, that is all you have—prospects.

"We have built up a well-rounded organization for following through both the promotion and the sale of gas air conditioning.

"Our field force consists of three air conditioning supervisors and 12 heating and air conditioning salesmen. Sales

in each market (residential new construction, residential existing home or replacement, and commercial) is the responsibility of one of the supervisors. The 12 heating and air conditioning salesmen sell all classes of installation within assigned territorial districts.

"We feel that such success as we have had in the air conditioning market may be attributed both to our promotional and sales methods and to the additional factors of liberal financing arrangements, product features, free service, user satisfaction and most important, the full cooperation of company management."

Air conditioners sold were Arkla Sun Valley 3½ and 5 ton units, and a Ready-Power 50 ton unit.

While Springfield Gas Light's 1959 air conditioning promotion activities are here described in the past tense, they also are being carried on currently as part of a continuing program.

"Mall of Flame" to exhibit technical advances at Convention

This year, at the Annual Convention in Atlantic City, October 10-12, the Operating Section of A. G. A. will put on an impressive and exciting display—the "Mall of Flame." The exhibit will cover 30,000 square feet of floor space in the center of the exhibit hall of the Atlantic City Auditorium, stretching from the main entrance of the hall to the huge stage.

In order to show the size, scope, and complexity of the gas industry today, the "Mall of Flame" will depict the flow of gas from the well head to the customer.

At the head of the mall, directly op-

posite the main entrance to the exhibit, will be a huge and imposing drilling rig and Christmas tree. From there, the display will progress as the flow of gas progresses—through a processing plant, compressor station, underground storage field, dispatching and communications center, a town border station, distribution system, and finally to the ultimate consumer.

Thirty-five manufacturers and service organizations already have indicated their intention to take a leading role in the convention by exhibiting their products and services on the mall. Not only will operating personnel thus be given

a chance to see, examine, and evaluate the latest developments, but the exhibit will afford an unparalleled opportunity for people in every branch and activity of the industry to get a bird's eye view of the many complex operations involved in the essential job of producing gas and bringing it to the ultimate customer.

The Operating Section committee in charge of the "Mall of Flame" is screening applications to insure that the equipment exhibited will be the latest and best, guaranteeing the viewer new knowledge, and, in many cases, a peek into the future.

*Liaison on right-of-way problems between
utilities and highway departments must be a two-way street*

A road to highway cooperation

By W. A. BUGGE

Director of Highways
Washington State Highway
Commission

I appreciate very much the opportunity to be here to talk to you about the problem of highway rights of way and their relationship to the utilities. The importance of close and proper liaison between highway departments and utilities cannot be over-emphasized. I know that all of us are aware of this fact but it is the actual carrying out of this liaison work that concerns those of us in the highway departments and in the utilities.

In December of 1958 the American Association of State Highway Officials in its national convention endorsed as a matter of policy highway department liaison with the utilities. A committee was set up to work out with the American Right-of-Way Association a plan to bring together all agencies having something to do with highway construction.

This action was taken in recognition of the legitimate interest the public utilities have in highway construction activities. It was—to say the least—long overdue.

The word liaison has many shades of meaning. But I think when we use the word in the way we do here it means a coordination of activities. Thus, I am going to discuss the need for coordinating the activities of the highway departments and the utilities.

First, let us investigate whether there is a conflict of interest between the

highway departments and the utilities which occupy highway rights of way. Many people assume there is, and one can find in the highway departments a reluctance to discuss highway planning matters with utilities groups. On the other hand, some utilities people assume that they are natural enemies of highway departments and the best way to get something out of the highway department is to use political methods to gain it.

Personally, I don't think there is any conflict of interest, and thus there is absolutely no basis for assuming there is. Rather, it can be demonstrated quite clearly that the interests are—if not identical—certainly approximate to one another's.

Community of interest

The highway departments of the nation are interested in bringing to the people of the United States vehicle transportation at the lowest unit cost. The utilities are interested in precisely the same thing. They want a system of utilities which will provide the service at the lowest cost possible.

Certainly here is the basis for a mutuality of interest. If coordination of planning between the highway departments and the utilities can help both groups achieve their aim, then there is little excuse for not practicing the type of coordination which will bring about such a situation.

It might be wise at this point to discuss the reasons why the problem or the need for coordination between highway departments and the utilities arises. Utilities find it economically wise to occupy

highway rights of way. Highways occupy rights of way of varying widths on which utilities can either bury their facilities or place them on poles out of traffic's way. In effect the utilities occupy unused portions of the highway. It is most certainly in the public interest to effect such an arrangement wherever possible. For if the utility is spared the necessary costs of buying rights of way and if the facilities add no cost to highway department operations, then there is every reason for the arrangement to be made. Society gains because of the savings of cost.

The advent of controlled access on our highway system complicates this arrangement however, for the problem of servicing the facility brings special problems of interference with the safe flow of traffic.

The policy of the accommodation of utilities on the national system of interstate and defense highways adopted by the American Association of State Highway Officials and the U. S. Bureau of Public Roads pretty well spells out the problem on interstate highways. It was worked out in close cooperation of the people in the utilities field. In general the message is "don't."

This places a special burden on the highway departments and the utilities for it's going to result in an increase in the cost of utility services if the utility can no longer use highway rights of way on the interstate system. They are going to have to pay for their own rights of way. And that costs money.

The cost can be lowered greatly and the task of the utility made easier if highway plans are coordinated with those of the utilities. The utilities must

This article is excerpted from an address by Mr. Bugge at the American Right-of-Way Association Sixth Annual Seminar in Washington, D. C., May 25, 1960.

know enough about highway plans to make it possible to relocate at the lowest possible cost.

A problem complicating this is the fact that many states allow reimbursement from state funds to utilities for moving and many other states do not. In those states where utilities are not allowed reimbursement, utilities are forced to pay their own costs, placing a strain on their resources, as in many instances no reserve of funds has been built up for this purpose.

This problem is complicated further in some states by the fact that state law requires the state to pay the cost of relocating some publicly-owned utilities but does not allow reimbursement of privately-owned utilities. Thus there is a basis for charges of discrimination.

But that isn't all there is to it.

Utilities must serve their customers. They can't dilly-dally around waiting for something to happen. They have to keep the service going. Thus, when a highway department tells them to move, they have to move in a hurry and they

have to see that their service is not interrupted. Such circumstances require that the utilities have adequate notice before they are required to move. For they must plan the removal of their facilities in an intelligent way or must do it by guess and by golly—which may or may not be in an intelligent manner.

Too, the highway department can't assume that the utility has the immediate ability to do the engineering for a project. It takes engineering work to get this work done. The utility just simply can't go out and start placing poles, digging up and replacing water lines, gas mains and so forth. The engineers must draw up the plans, buy rights of way wherever necessary and lay out the line for the new facility. And I think that it might be appropriate at this time to point out that utilities don't have the right of immediate possession of property that some state highway departments have. They have the right to condemn property but that often takes time as right of way people know. Thus, the state highway departments can't as-

sume that utilities can get up and move in a day or two. The utility has to have some advance notice.

Too, the utility may be one which uses a special material which has to be specially ordered. There often is a time delay of varying length when these materials are ordered. In such cases certainly notice is required when a highway relocation is being made.

Then there is the problem of money. Utilities are like everybody else. They work on a close budget. Their funds are obligated months in advance. Because the nature of highway relocation, as done in the past, has had no pattern to it, utilities have not found it necessary, up to now, to set up reserves of money for utility relocation due to highway improvement.

Thus, we have the case for the utilities. Now how about the highway departments? What do the highway departments gain by coordinating their activities with those of the utilities?

Highway departments, of course, want
(Continued on page 32)

Meet your Association staff



Ted Gradin

A popular dictionary defines statistics as the systematic compilation of instances for the inference of general truths. Ted Gradin could tell you that this definition is presumptuously tidy for the diverse operations of that science, and he would speak with authority.

An expert on the subject, Ted has risen in his 14 years with A. G. A. from junior statistician through posts of associate and senior statistician and assistant director of the A. G. A. Bureau of Statistics. Recently he was appointed as director of that important department of the Association.

The Bureau of Statistics is the main fact-finding agency for the gas industry. As such it is entrusted with the responsibility of maintaining the integrity and validity of the data that it publishes.

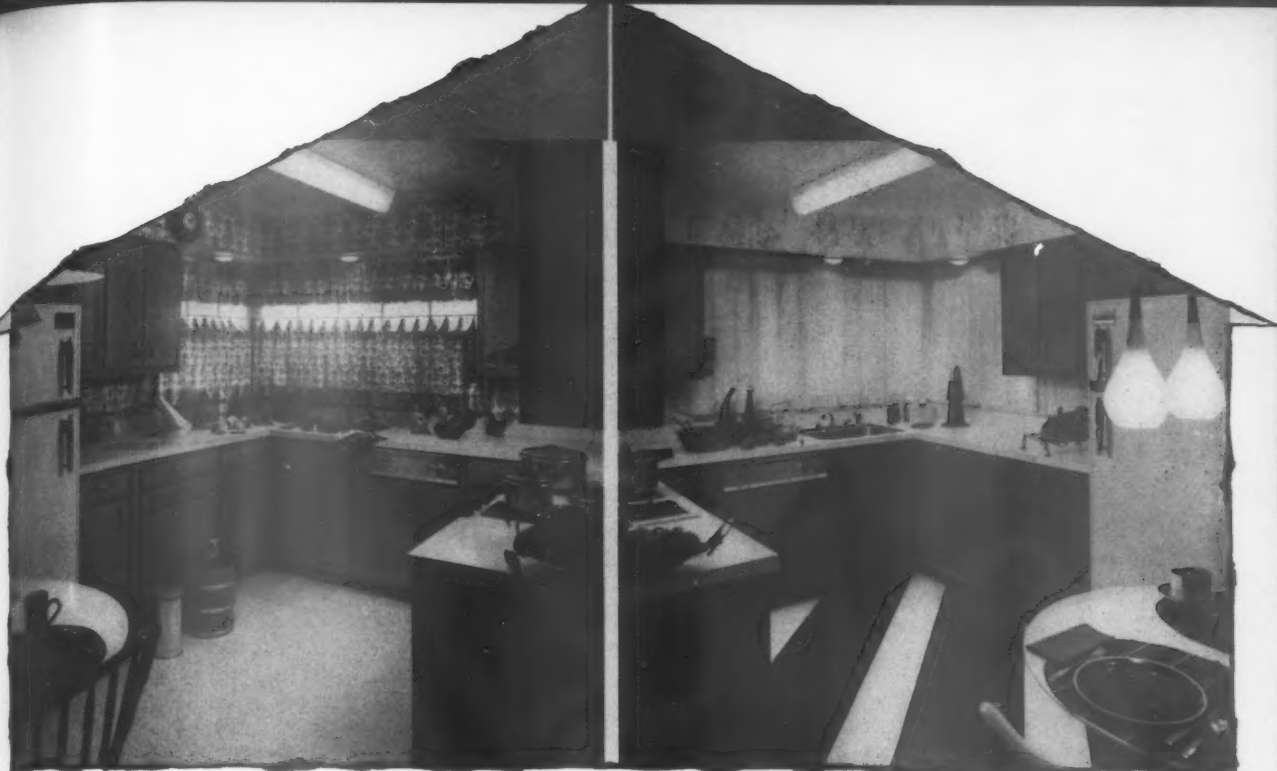
It also serves as a direct source of information on the gas industry for branches of the U. S. government. The wholesale price of natural gas is determined from figures supplied by A. G. A. to the Bureau of Labor Statistics. The Section supplies the Bureau of Mines with data on natural gas consumption by class of

service and other intelligence. It furnishes the Federal Power Commission with data on customers, sales, and revenues for the natural gas industry. It contributes statistics on employee accident experience to the Department of Labor. It channels material to the Federal Reserve System.

In his new post as head of this busy section, Ted Gradin has already found himself busier. Secretary of six committees within A. G. A., he also serves as a liaison between the gas industry and the financial community, serving actively in associations connected with the gas industry.

A native New Yorker, he met his wife, Lillian, who is an accountant, in a statistics class at school. They reside in Whitestone, N. Y., with their two children.

A philatelist in his spare time, Ted owns an extensive collection, primarily of U. S. mint stamps. The hobby is a holdover from his younger days. He also is an enthusiastic swimmer and possessor of a stereo and non-stereo record collection, which, statistically speaking, stands at about 150.



New Freedom gas kitchen featured in *EVERYWOMAN'S FAMILY CIRCLE* Magazine is shown here in two versions of many possible ones which can be created simply by varying wallpaper, curtains and other decoration

Gas kitchen is easy to dress up

A New Freedom gas kitchen can be not just one, but many kitchens—to judge by one such kitchen featured in a recent issue of *Everywoman's Family Circle* magazine.

The gas kitchen, designed and created by the magazine's editors in cooperation with the A. G. A. Gas Home Bureau, is built around basic gas appliances in modular units, enclosed in simple, functional cabinetry.

Since the magazine has a large circulation through supermarket and shopping center outlets, and since many of these readers live in tract homes or other "look-alike" home developments, the editors foresaw that a main desire would be for a touch of non-conformity which could give a "different" look to

identical versions of the kitchen, without the expense of redesigning each kitchen individually.

The two photographs above show how the magazine solved the problem.

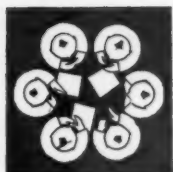
In the words of *Everywoman's Family Circle* to its women readers:

"Changing the style of your kitchen may not be so easy as changing your dress, but it can be done with a minimum of expense and work. If your kitchen is traditional and you're crazy about contemporary, French provincial, or Federal—or if you're just tired of the way it looks and want a change—you can do something about it without putting a crimp in the budget!

"Because major equipment and cabinets come in modular units with basic

finishes and shapes, you can use the same equipment yet achieve many different effects. In the two photographs above you see the same basic kitchen. The cabinets are the same, even in finish, and the equipment is the same, yet the two are completely different in appearance. We achieved this by varying the wall coverings, fabrics, accessories, lighting fixtures, flooring, and type of color scheme. In the modern version we used strong colors and contrasts. . . . In the traditional kitchen we used muted colors."

A number of New Freedom gas kitchens, created by various leading consumer magazines in cooperation with the A. G. A. Gas Home Bureau, will be on exhibit at the A. G. A. Convention.



Industrial relations round table

Prepared by
A. G. A. Personnel Committee

Edited by W. T. Simmons

Assistant Personnel Manager
Philadelphia Electric Co.

● **Ways to get ideas**—In the issue for April, 1960, of *Your Life*, James D. Woolf states that psychologists and educators are convinced imagination is not a gift but a technique for the production of ideas. He offers a set of simple rules implicit in the creative technique. They are:

Never tackle a problem when you are tired; for most of us the best time for thinking is early morning. Be relaxed; top thinkers, like top athletes, are masters of relaxation, especially when the heat is on. Don't stubbornly stick to a single approach; most good thinking demands a number of attempts before the right answer is found. Coddle your curiosity; the inquiring mind is most likely to be productive of ideas.

Mr. Woolf continues by stating that curiosity is one of the secrets of energy; thinking born of curiosity is seldom as tiring as that born of necessity. Know your subject. Facts are tools; you cannot be creative without tools. Fight for your ideas. Good ideas are not always welcome in this harsh world; be prepared to back up what you believe. Put your ideas into action; ideas are a beginning, not an end. Look for human needs. Mr. Woolf thinks they are an inexhaustible market for human inventiveness.

Finally, give new twists to old ideas. A piano inspired the first typewriter, and rubber wallpaper-cleaner inspired the idea for pencil erasers. An eye for similarities can be trained like a nose for news. Be it ever so humble, the idea is the seed from which all productivity flowers.

● **How to say no**—The issue of *Nation's Business* for August, 1959, states that saying no is a vital part of the supervisor's job. But it is an easy word to mishandle. On the other hand, the dangers of pussyfooting are also great. The article goes on to cite how both these dangers can be avoided by observing these simple precautions: (1) Prepare the way, by making it clear that you are always glad to listen to proposals, (2) Keep hopes reasonable; people have a way of building up their hopes unreasonably, and it is kinder to be frank than to let them build their illusions even further, (3) Promise a decision; committing yourself to make up your mind at a specific time persuades the employee that his request will be thoughtfully, seriously considered, (4) Answer when promised; delaying creates tension which may give your decision an importance out of proportion to its real significance, (5) Be direct; tell him yes or

no, and then explain how you arrived at your decision; be specific; don't give a lot of vague generalities, (6) Accept responsibility; don't blame someone or something else for a decision, (7) Don't apologize; to the employee it will look like an attempt to absolve yourself of what you knew was a bad decision, (8) Follow up; let him know that you appreciate his coming to you with ideas and that you want him to continue to express them.

● **Hot weather reminder**—Workers on hot, heavy jobs this summer should drink plenty of water. Lucien Brouha of Du Pont's Haskell Laboratory has advised us that a man working on a hot job may sweat as much as 12 quarts of water in eight hours. Workers tend not to drink enough to make up this loss. When they don't, fatigue sets in, and productivity falls off.

● **What you sell is you!**—"Many supervisors are missing the boat because they have annoying mannerisms," says Jorie Livingston, president of a unique New York executives' finishing school (issue of *Sales Management* for August, 1959), where management men learn to sell themselves and their firms. These are some common faults: *monotony*—most men use only a fraction of their vocal range. *Self-consciousness*—no one with something genuinely important to say need be self-conscious. *Accent worry*—accent is unimportant if you speak clearly. *Inflexibility*—how you say what you want to say depends on your audience. It is vital to adjust your language and approach to your listeners.

Mr. Livingston recommends that we speak clearly and drop the voice when we want to make an important point. Learn to think while standing. Learn to listen, and do not ever underestimate your own ability.

● **Arbitration decisions**—Employee with doctor's certificate denied sick leave pay by arbitrator—A grievance protesting denial of one day of sick leave pay for an employee of Virginia Electric and Power Company was dismissed by Arbitrator Whitley P. McCoy on a finding that, because the grievant admittedly had not been sick, the contract gave him no right to sick leave pay. The employee took the day off to visit a doctor for a general physical check-up. He had been given permission to be off for a day but had been told he probably would not be paid sick leave for that day.

When the grievant returned to his job the next day, he submitted a certificate from his doctor on a printed form supplied by the company. The printed language of the form referred to the employee's having been ill, under professional care, and unable to work. The grievant's doctor merely filled in the name and date and signed it.

When he turned in the certificate, the grievant was asked again if he had been

sick, and he replied that he had not been ill but merely had gone to the doctor for a physical check-up. The grievant later made the same admission to the company's district superintendent and district manager. He said he had not been unable to work but had wanted to have some pain in his legs checked.

Mr. McCoy found it clear from the contract that sick leave is payable only to employees who are sick and unable to work. Since the grievant admittedly had not been sick, he had no contract right to sick leave pay.

Mr. McCoy said that the grievant's union, Local 1064 of the International Brotherhood of Electrical Workers, argued that the doctor's certificate was conclusive, and for that reason evidence contradicting it was inadmissible. Mr. McCoy said:

"I cannot sustain that contention. The contract provision requires that a certificate be submitted, but it does not state that such certificate shall be conclusive, and there is no evidence from which it could be found that the parties intended it to be conclusive."

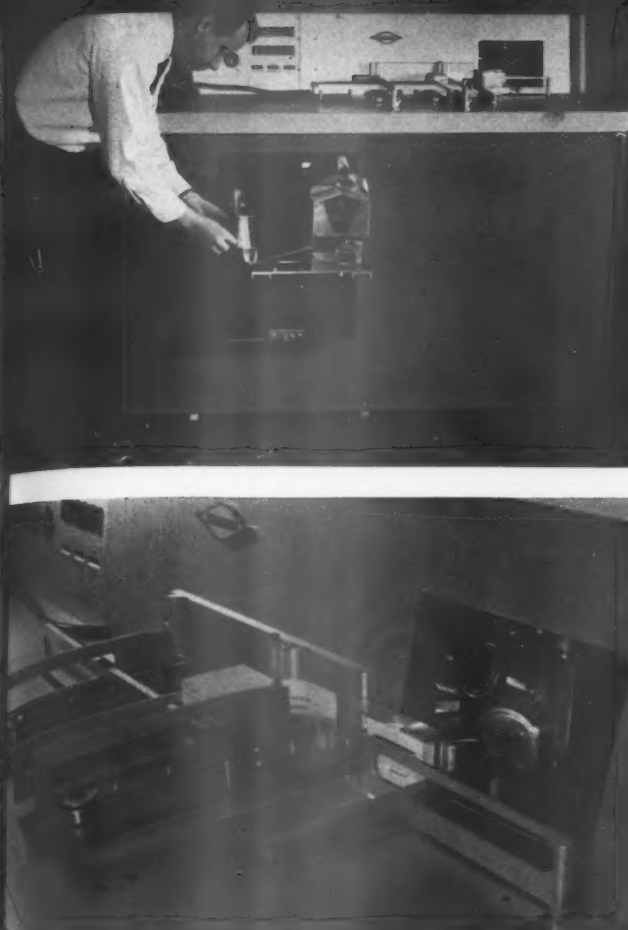
● **Arbiter denies claim of lockout by non-striking steel draftsmen**—Organized draftsmen, prevented by pickets of the Steelworkers Union from entering the Pottstown works of Bethlehem Steel Company for two days during the 1959 steel strike, filed grievances claiming the company locked them out in violation of their contract. Arbitrator Ralph T. Seward found there was no lockout and said he did not believe Bethlehem was obliged by its contract with the draftsmen to try to force their admission to the plant at the risk of a picket-line riot.

The complaining draftsmen are members of Draftsmen's Guild Local Number 97 of AFL-CIO's American Federation of Technical Engineers. The guild was not a party to the steel strike. It had its own contract with Bethlehem that had been extended from June 30, 1959, to January 31, 1960.

The steel strike started July 15, 1959, and, until the morning of July 20, 1959, the pickets did not interfere with the entrance of draftsmen into the plant. However, on that day the steelworkers put 70 to 80 pickets, instead of two, at the entrance used by non-striking employees. Mr. Seward said the purpose was to halt the draftsmen from going in. The pickets believed one of the draftsmen had repaired an air conditioning unit in the plant, work covered by the steelworkers' bargaining unit. Mr. Seward said that the evidence has indicated the pickets had received the wrong information. The blockade against the draftsmen lasted two days. The guild and steelworkers reached an agreement on letting draftsmen enter the plant peaceably.

Before their meeting with the steelworkers, however, guild officials, with the per-

(Continued on page 32)



The Farrington Optical Scanner. Above, an engineer checks punched tape output. Bottom, close-up shows "eye" scanning 150 bill stubs a minute

Machine performs three "R's" in data processing

By J. E. TOWLE

Columbia Gas System Service Corp.

Of the three "R's" associated with any intelligence or learning process—Reading, 'Riting and 'Rithmetic—modern day automatic processing equipments have fairly well accommodated the functions of the latter two.

Through the use of high speed computers using large and extremely fast access memories and arithmetic components, complex calculations and logical associations and decisions can now be made to a degree unthinkable in terms of the "three R's" of the little red school house days.

The "'Riting" requirements corresponding to the demand generated by high speed computation have been fulfilled to a degree. Although lagging behind computer ability and development, high speed printing facilities providing printing rates on the order of several

hundred lines per minute for 100 to 150 characters per line are attainable on a practical basis and in everyday use today.

In the past a major deficiency in automatic processing systems has been the ability to enter data into the system by a means compatible to the efficiency of processing the data and producing the results. Ironically enough, in the red school house the reading process was the first discipline to be mastered, whereas in modern data processing systems it has in its pure form been placed in the unique position of the last of the three R's to be developed.

A compromise status has been maintained and possibly to some degree encouraged in the reading process of data entry. It has been a strict necessity that source data be transcribed to some machine intelligible language or code format prior to the fundamental entry into a processing system. More significant is the process of automatic re-entry of the data produced by the system originally.

The classic example of this is a utility customer bill and integral stub portion which is transmitted to the customer who in turn (hopefully) remits the indicated payment accompanied by the stub portion. If the original bill is to be prepared by an automatic system and the stub is expected to be re-entered into the system for accounting purposes, several alternate approaches of accomplishing this are possible.

The approach most commonly in use today by the industry utilizes a punched card bill to avoid re-transcription of the data to be re-entered. The major deficiency in this approach, however, in spite of its advantages in terms of contemporary techniques, is that of *duplication* of identical data. In one case the necessary data is presented in a form intelligible to the customer, i.e. printed, and secondly duplicated in a form intelligible to the processing system, i.e. punched. The first form is mandatory, since it is the customer that keeps the cash register ringing and the printed bill

amount is the means of communication to this end. The second form, however, would appear to be superfluous *if* one form of data representation could serve both purposes. The primary benefit of avoiding the duplication of data format in this case relates to the original preparation of the document and not to the re-entry per se.

There have been several recent developments dedicated to making the technique of "reading" a reality in terms of basic data intelligible to humans.

One of the most encouraging has resulted in making the "third R" available today on a practical basis through the use of optical scanning and the related character recognition system as developed by the Intelligent Machines Research Corp., a subsidiary of the Farrington Manufacturing Co.

The first public utility installation of a device employing these techniques has been made and is now in the early stages of productive operation at The Arizona Public Service Company of Phoenix, Arizona. The device is used to read bill stubs returned by customers. In addition, there are currently twenty-six scanning systems of various specifications in

commercial use today for varied applications.

Although several of these devices have been in operation for several years and unavoidably have gone through the growing pains of every radically new concept, it is apparent that true character reading is now available to our industry on a usable basis.

Recently, the Electronic Accounting Machine Developments Committees of the American Gas Association and the Edison Electric Institute visited the IMR research and development facilities. The Committees discussed the development, specifications and application of optical scanning techniques and equipment with executive and technical personnel from Farrington and IMR including Russell L. Harrell, executive vice president of Farrington Manufacturing Co.

In addition to the informal discussions, a demonstration was made of the equipment built for The Arizona Public Service Company which was at that time undergoing its reliability and acceptance tests just prior to delivery.

The equipment demonstrated processed bill stubs at the rate of 150 stubs per minute and converted the scanned data impulses to punched paper tape. One of the principal features evidenced during this meeting was the concept of standardization and modular design in this equipment. This not only provides a reasonable degree of flexibility in the choice of data media, e.g., scanned data to paper tape, punched cards or magnetic tape, but seems to point toward the goal of optimizing the economics of the manufacture of such equipment in order to meet the users' requirements in the competitive area of the cost of results not only expected but realized. The aspect of standardization would seem to warrant some serious consideration in our industry relative to the automatic preparation and re-entry of such a universal document as the customer bill. The importance of such considerations may well be brought into sharper focus in the future as automatic mail handling systems are developed for use by the U. S. Post Office Department.

Although the logical motivation for broadening the potential market for this equipment through optimum economics appears to have dictated standardization, it is possible because of the modular characteristics of the equipment to make many special adaptations of the tech-

nique of direct reading via optical scanning. As an illustration one that would seem to have merit would be the coupling of a reading device to a relatively low order processor with sufficient memory and logical ability to perform editing, ordering and control functions and thereby provide prime input for the main processing equipment and relieve it from time-consuming secondary functions.

Certain features contained in the standard small document feed scanner demonstrated were an accumulator for batch totals, check digit control of the Selfchek type font, and selective output stacking in the event of reading failure. Provision is made for control of successive multiple scans if the first attempt fails to recognize a valid set of characters for a given document.

The standard piece of equipment demonstrated provided only for the recognition of numeric characters, although equipment has been developed and is in use that will accommodate the full alphabet, both upper and lower case, as well as numeric data and punctuation marks. The degree of recognition efficiency is maximum for numeric scanning, which requires that there be two stroke differences between each individual decimal digit.

The Selfchek type font may be used in conjunction with adding machines, typewriters or conventional electric tabulators, thereby providing a wide range of flexibility in data origination.

The most obvious immediate application within the utility industry today appears to be in connection with bill stub reading; however, it seems that there may be many potential areas where the ability to "Read" may be sorely needed. Among these are meter reading, check reconciliation, order processing, administrative data handling in data transmission networks and what may eventually prove to be one of the principal uses, the automatic generation of computer programs.

Although neither the visitation by the respective A. G. A. and E.E.I. Committees to the Farrington research facilities nor this article should be construed as an endorsement of the Farrington-IMR Optical Scanning System by the Committees, it is my opinion that this equipment has fulfilled the void of the missing "third R" and that the future effectiveness of equipment of this type in the utility industry is to be heralded.

Asbury Park installs gas lights



Eight gas lamps shed light on Deal Lake, Asbury Park, N. J., where they were installed by the city's development committee in cooperation with New Jersey Natural Gas Company. More may be added

Safety men to meet in September

The 12th Annual Accident Prevention Conference, to be co-sponsored by the American Gas Association and the Mid-West Gas Association, is to be held at the Leamington Hotel in Minneapolis on September 13 and 14. Completion of this year's program has been announced by Charles R. Williams, chairman of the program and speakers subcommittee of the A. G. A. Accident Prevention Committee.

This year's conference follows the successful format of the last two conferences. P. Kenneth Peterson, Mayor of Minneapolis, will welcome the delegates to Minneapolis on the opening morning. The principal speaker will be H. S. Walker, Jr., assistant to the managing director of A. G. A., whose talk will be, "Gas—Synonym for Safety." Mr. Walker's address will be of particular interest to operating personnel of our industry, as it will stress the important part that they have played and will play in establishing a new public image of gas as a safe fuel.

Accident Prevention Awards will be presented again this year to companies in the industry reducing their disabling injury frequency rates 25% or more when compared with the previous year.

A special feature of the conference this year will be a display of safety and fire equipment used to protect employees and the public in the gas industry, by fifteen manufacturers. The display will give every delegate attending an opportunity to obtain first-hand technical information on the types of safety devices and equipment used in our industry.

The conference again will be divided into workshops where delegates can meet in small groups covering areas of their particular interest, and exchange and discuss common problems. These workshops, for the past two years, have been outstandingly successful and are being repeated this year because of popular demand.

"Top Management Looks at Accident Prevention" will be moderated by E. H. Smoker, chairman of the A. G. A. Executive Safety Committee and president of The United Gas Improvement Company, Philadelphia, Pa. This workshop is again being conducted for corporate officers, as a result of last year's favorable reaction from officers attending.

A workshop again will be held on "ASA Z16.1—Its Interpretation and Application." Attendance at this work-



CHARLES R. WILLIAMS
Conference chairman

shop is recommended for representatives of companies having difficulties or questions in reporting their disabling injury experience according to ASA Z16.1. This year's workshop will be moderated by T. M. Gray, safety director of The Brooklyn Union Gas Company.

Another workshop will be held on "Motor Vehicle Safety," a perennial problem among the industry's drivers. Adrian E. Dible, superintendent of Automotive Equipment, The Equitable Gas Company, will moderate.

Workshops on "Safe Practices in Customer Service Operations" also will be

presented again. These will be moderated by A. McCaskill, superintendent of Customer Service and Utilization, Canadian Western Gas Company, Ltd., and P. W. Kraemer, vice president of the Minneapolis Gas Company.

Last year's delegates had an opportunity to obtain answers to such questions as:

"How can injuries arising from appliances be prevented?"

"What can be done to eliminate hazards to utility employees on customer's premises?"

"What can be done to prevent dog bites?"

"How can servicemen handle a situation where gas leaks in the street allow gas to enter a home?"

Such topics afford operating personnel an excellent opportunity of getting as well as giving information on current customer service problems.

Last year's most popular workshop was "Safe Practices in Distribution Operations" and this year's workshop on the same subject is expected to attract equal attention. Moderators are R. G. Prosser, manager of distribution, Milwaukee Gas Light Company and E. C. Mittvalsky, gas distribution superintendent of the Iowa-Illinois Gas and Electric Company.

Another workshop will be that on "Safe Practices in Transmission Operations." This year's moderators will be L. L. Elder, supervising engineer, Columbia Gas System Service Corporation, and R. N. Cox, assistant superintendent of compressor stations, Northern Natural Gas Company.

Last year's "Communicating Effectively" will be repeated again this year with W. Nessill, public relations specialist, Minneapolis Honeywell Regulator Company, moderating.

The National Fleet Safety Contest Awards will be presented to winners of the 1959-60 contest. A. G. A. and
(Continued on page 34)

Midwest Council hears speakers on luminous wall, combustion studies promising other radically new designs

New furnace concepts described

The spring meeting of the Midwest Industrial Gas Council was held May 19 and 20 in the Hotel Leamington, Minneapolis.

Following custom, the first day was devoted to a morning and afternoon session, and the second day to plant visitations.

After preliminary opening remarks, a welcoming address was given by K. W. Person, vice president, Minneapolis Gas Company, the host.

The entire morning session was devoted to a series of demonstrations by Jerome M. Mayer, fire protection engineer, St. Paul, Minn. Making use of considerable apparatus, Mr. Mayer showed how explosions and fires occur through careless handling of flammable materials. In a simulated six-story building model, he showed how a volatile vapor exposed on the top floor filtered down the stairwell and was ignited by a sparking motor on the street floor. The resulting explosion was such that if it had occurred in a real building, it would have destroyed both building and neighborhood.

Along with other demonstrations were several showing how explosions can result from dust. By far the most forceful and ear-splitting was an explosion of dust made from ordinary powdered sugar.

Mr. Mayer's entire talk was a forceful reminder that in gas one has a fuel that can be a potential hazard if common sense rules are not followed. He cautioned his listeners to be continually on the alert so that hazardous conditions are not permitted to develop in the distribution and use of fuel gas.

During the afternoon, three papers were presented of particular interest to industrial gas men. The first was by Art Holden, president, A. F. Holden Company, Detroit, who described his company's luminous wall furnaces, the various applications with resulting economies, and better work done.

Dr. Finn Larsen, vice president and director of research, Minneapolis-Honeywell Regulator Company, gave an interesting report on a study of flame and the spectral properties of combustion, a project he directed for the company.

The results of this investigation appeared to have far-reaching potentialities in the design of furnaces and present concepts of heat transfer.

The development of gas firing in medium and large-sized boilers was discussed by M. L. Lavorgna of Webster Engineering Company.

On Friday, the group visited the Aero Division, Minneapolis-Honeywell, where gyroscopes are produced for use in aircraft, missiles, missile guidance systems and tanks. A feature of the plant is that it is completely air conditioned for the protection of the delicate parts that go to make up the ultimate product. Everyone, including the visiting group, is "air washed" before entering the plant through an air lock to guard against contaminating dust.

In the afternoon, a visit was made to the Southgate Shopping Center where 2,000 tons of air conditioning equipment is installed. Gas engine driven compressors account for 600 tons, gas engine driven heat pumps, 700 tons; and the remaining 700 tons by electrically driven compressors.

'P E P' campaign to be fall commercial promotion

The 1960 P E P Commercial Gas Cooking Sales Campaign is now just over the horizon.

"P E P" (Performance—Economy—Profit) is the keynote for commercial load-building.

Since "P E P" was developed nearly ten years ago, the idea has snowballed with successful experience reported

throughout the industry.

Again, the "P E P" Campaign to boost commercial gas cooking loads opens in September, continuing through November. Again an opportunity is afforded the gas industry to join in this national campaign to upgrade gas equipment in volume feeding establishments, replace obsolete and worn out gas ap-

pliances, and show commercial gas customers how they can modernize with new heavy duty appliances to secure added profits.

The 1960 "P E P" campaign portfolio will be provided to member companies to help them formulate and carry out their local plans for participation.



Morton Chorost, campaign coordinator, standing, checks Hi-Load plans with LILCO's L. S. Jackson, left, K. Walters, Frank Smith



Frank Smith, LILCO restaurant representative, outlines campaign to plumber dealers at Commercial Water Heater Sales Seminar



H. W. Johnson, Burkay Water Heater representative, A. O. Smith Corp., presents architects' manual to L. S. Jackson at seminar

Hi-load campaign pays off

By L. S. JACKSON

*General Sales Manager
Long Island Lighting Company*

The Hi-Load Campaign of Long Island Lighting Company was formulated during a series of meetings with Morton Chorost, supervisor of technical services, Francis T. Smith, restaurant representative and Lewis S. Jackson, LILCO sales manager. The entire commercial water heating picture was reviewed and analyzed.

Our competitors had become increasingly aggressive in recent months. It was apparent that a successful campaign depended upon forceful and positive sales effort carefully planned and completely coordinated. Our sales allies, the commercial gas water heating manufacturers, their distributors and all the dealers would have to be mobilized for the push. Knowing our task and our goal, planning proceeded accordingly. The campaign program was divided into four parts:

1. Direct Mail
2. Plumber Promotion
3. Company Sales Promotion
4. Customer Contact

Direct mail played an important role in the over-all promotion. Kenneth R. Walter, LILCO's advertising and promotion manager, and his staff, gave invaluable assistance with this phase of the campaign. They designed a special two color letterhead featuring an artist's drawing of two commercial gas water heaters and the theme "Think of gas first—because gas is first."

Letters from previous years were discussed and the conclusion was reached that a change in format would be helpful. Bold headlines asked provocative questions, while text was kept to a minimum.

The commercial market was divided into three major categories:

1. Eating establishments.
2. Hotels, motels, country clubs, bowling alleys, nursing homes, hospitals and industrial plants.
3. Bakeries, laundries, car washes, service stations, beauty parlors, and barber shops.

Over 8,000 mailings consisting of a letter, return card and literature reached our consumers during the period of the promotion. Three separate mailings were to be made to the first classification, two mailings to the second and a single mailing to the third. We stressed our ability and readiness to assist the commercial gas customer as others had been assisted in the past. An invitation to avail themselves of these services by an enclosed return card or by telephone was included.

Plumber promotion

Plumber promotion was the next order of business. To insure the success of the program it was necessary to obtain the enthusiastic cooperation of plumber dealers, many of whom had little or no experience in the commercial water heating field. We divided plumber promotion into three parts:

1. Education
2. Incentive
3. Cooperation

A series of commercial water heating sales seminars were planned so that basic information on the sizing of commercial water heating equipment could be imparted to the plumber dealers. With this knowledge the task of arousing their interest in this market would be made easier. Representatives of A. O. Smith and Ruud, manufacturers of commercial water heating equipment were asked to participate in conducting these classes.

Deciding the type and length of meeting took a great deal of time. We had to be certain that the plumber would and could attend. At this particular time several different plumber schools were in progress. Dates were arranged so as not to conflict with these

activities and a single two-hour session was agreed upon.

It has been our practice to hold periodic sales meetings with the plumber dealers throughout the year concerned primarily with the promotion of gas house heating. At one of these regular dealer meetings the sales seminars were announced and we received favorable response from more than 80 plumbing contractors. This large registration necessitated holding four of these sessions because our training facilities could only accommodate comfortably about 25 people. To insure good attendance at each of the sessions a notice was sent to each registrant approximately one week prior to the class and a follow-up telephone call a day before the scheduled date was made.

The sales seminars were conducted by Mort Chorost and Frank Smith together with Jack Deely of the Ruud Manufacturing Company and William Johnson of A. O. Smith Corporation and a representative from each of their local distributors. Mr. Chorost discussed the aims of the seminar, campaign goals, the commercial gas water heating market and profits which could be earned from the sale of equipment. Mr. Smith told the plumbers about our continuing efforts to stimulate the water heating market, about the restaurant program, and how to use National Sanitation Foundation standards as sales aids. The plumbers were told of LILCO's desire to cooperate with them not only during the campaign but throughout the year.

Mr. Deely and Mr. Johnson described the types of hot water heating systems and explained temperature requirements for different types of businesses, water flow rates and proper sizing of water heating equipment. Several problems dealing with specific types of business were worked out. A question and answer period followed. Bob Foster, New York Plumber Specialties, and Joseph Knotek, Equipment Distributors, presented the plumber dealers with additional sales aids. Each plumber received a commercial water heating sizing manual and a 220-degree-maximum thermometer to demonstrate visually to prospective customers the temperature of their hot water supply.

Three separate contests were offered to the dealers as incentives. Long Island Lighting Company in conjunction with its 1960 Plumber Sales contest is

offering bonuses for commercial water heater sales as awards. Both cooperating distributors offered incentive plans to further stimulate sales.

We felt now that the plumbers were equipped to do a better job for the company and themselves. At no time did we hope to make commercial water heating specialists of them. If they had gained confidence and were more aware of the potential of this important market it would enable them to play a more important role in this promotion.

Company sales promotion

Long Island Lighting Company has been a non-merchandising utility for over two years. However, we have maintained our commercial sales staff and in fact augmented it during this period. Our commercial sales representatives contribute the bulk of technical assistance available to the commercial customer. While the water heating campaign was in progress two contests were offered to our LILCO sales representatives by LILCO. Each month a savings bond was awarded to the representative who added the greatest "Btu input" on our lines. When a campaign quota was reached or surpassed, the company held "A Night Out on Long Island" for LILCO's commercial sales staff and their wives.

Customer contact

When return cards from the mailings were received at the main office they were dispatched to the appropriate representatives who made the initial calls. On this call, our men qualified the leads. A hot water survey was made of the premises and adequately sized gas water heating equipment was recommended. When required, a call back was made with the customer's contractor. Restaurant customers were advised that in addition to the many benefits of adequate hot water, it is important enough to warrant supervision by county health authorities.

Participating distributors on their part increased the field activity of their representatives to both the trade and customer. A close liaison was maintained between LILCO and the distributors to eliminate duplication of calls.

Results set new record

To evaluate the results of the 1960 Hi-Load Commercial Water Heating
(Continued on page 35)

A. G. A. Production Conference in May draws 40 speakers on gas industry bread-and-butter topics

Russia, radioisotopes discussed



Speakers at general session on opening day were, from left: C. G. von Fredersdorff, Harry Perry, H. L. Fruechtenicht, Dean B. Seifried, H. E. Clark, John Wagner, Jr., and L. L. Newman. Mr. Seifried was chairman

Topics ranging from Russia's expansion of natural gas facilities to a review of uses for radioisotopes in the American gas industry were discussed by more than 40 speakers at the A. G. A. Production Conference in the Roosevelt Hotel, May 23-24.

Approximately 300 delegates and guests at the Monday morning general session heard speakers from the gas industry and from outside sources present an inspirational opening for the two-day conference.

Leading the speakers was Dean B. Seifried, chairman, Manufactured Gas Production Committee. Following his

opening remarks and welcoming address, the traditional awards for committee service work were presented by H. L. Fruechtenicht, vice chairman, Operating Section. He also presented a report of the Operating Section activities during the past year. A builders' subcommittee report was given by Chairman W. L. Luther.

The remainder of the morning was devoted to talks presented by guest speakers from outside the gas industry. Included in the program were papers by John Wagner, Jr., A. V. Smith Engineering Co., Narberth, Pa., who gave a case history of corrosion control for

gas production facilities. Various problems in gas corrosion of underground pipe and soil damage to lines were presented. In addition, an outline of work being done on developing new preventive methods was given.

"Making the most out of your supervisors" was effectively demonstrated in a talk given by H. E. Clark, Commonwealth Services, Inc., New York.

Graphs and charts were used to emphasize and illustrate the importance of clearly defined responsibility and organization procedure in the proper development and utilization of supervisors.

The need for increased coal research

Manufactured Gas Production and
Gases from Solid Fuels session.
From left, front: L. L. Newman,
R. Kyle, D. Bienstock, R. W. Hiteshue.
Rear: S. E. Scisson, W. Early, E. Schultz



Chemical and Engineering panel. Seated, from left: C. S. Spencer,
D. F. Cundari, Irving Deutsch, N. L. Hoffman, D. V. Kniebes, and
A. F. Cascioli. Standing, R. B. Cuddeback, R. W. Gilkenson



Chemical and Engineering session.
From left: P. B. Tarmen, A. W. Olsen,
J. S. McClure, R. W. Gilkenson,
O. F. Nelson, R. L. Coryell.
Standing, L. R. Billett



was presented by Harry Perry, chief, Branch of Bituminous Coal Research, U. S. Bureau of Mines. Crediting the decline of coal to the increasing demand for gas, he pointed out that the need to lower cost of production to make manufactured gas was of utmost importance. Illustrating new mining techniques with slides, he stated that modern technology has kept coal mine f.o.b. prices the same. Rising costs are in transportation and actual conversion processes.

In conclusion he presented several new methods of producing gas. Some of these are in the experimental stage, others are still on the drawing boards. But he pointed out that increasing emphasis is being placed on improved methods of conversion.

The morning's guest speaker from the Institute of Gas Technology, C. G. Von Fredersdorff, discussed new ways of generating electricity from gas sources.

Various methods now being used were projected on a screen and explained

by Mr. Von Fredersdorff. "At present materials and methods have a very low efficiency," he stated. Continuing, he pointed out the importance of research and eventual development of these gas applications.

An inside picture of the Soviet Union's gas industry was presented in the final talk Monday morning by L. L. Newman, chief coal technologist, U. S. Bureau of Mines.

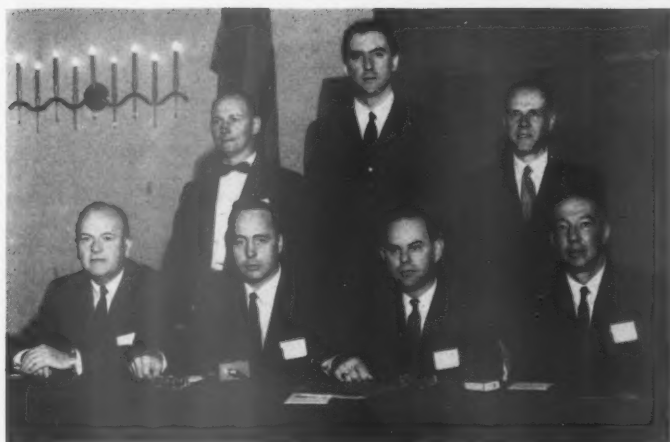
Outlining the history of natural gas in Russia, Mr. Newman cited the rapid industrial growth since WW II. Major reasons for increasing consumption were attributed to costs of producing coal, and secondly to distant locations of coal mines from industrial and residential centers.

"Russian plans for 1970 include replacing all home fuels with gas," according to Mr. Newman. In a brief summary of present gas facilities he stated that there are now 200 proved fields and vast pipeline construction is underway

to bring these resources to consumers. In comparative figures for new construction, Russia far exceeds that of the United States but these are not a clear evaluation for there is greater need and room for growth in the Soviet Union, he stated.

Time did not permit showing of slides illustrating the present Russian plant facilities during the talk. However, they were shown at the general session Tuesday morning with an enlightening explanation by Mr. Newman. He drew comparisons with American technology, equipment and construction procedures. By using maps he outlined current projects and major pipelines that are in the planning or future development stage in Russia.

"The gas utility and pipeline industry of the United States in 1958 continued for the eleventh straight year to reduce its accident frequency rate," stated R. N. Papich, safety manager, A. G. A., N. Y., in another talk at the Tuesday



Gases from Fluid Fuels session.
From left, front: C. B. Reilly,
B. C. Altman, D. A. Dundore, C. R.
Prichard. Rear: W. Mergner,
J. T. Horton, C. G. Segeler, Jr.



Tuesday General Session speakers.
From left: R. N. Papich, B. E.
Eakin, O. G. Howe, A. R. Young,
and P. L. Covell, chairman



morning general session. Comparative safety statistics were made available to conference delegates showing the gas industry in relation to other utilities and commercial activities.

The remainder of the second general session was devoted to an analysis of current and possible future methods of gas storage.

Speaking on the economics of liquefied natural gas, A. Russell Young, Constock Pritchard Liquefaction Corp., Kansas City, Mo., described in detail the operation of the Lake Charles, Louisiana, and Canvey Island liquefied methane storage plants.

During the talk, slides and graphs were used to indicate relative costs of liquefied storage for peak shaving.

Continuing with the theme of gas storage, O. G. Howe, Oklahoma Natural Gas Co., presented a paper on conditioning of gas from underground storage. Restricting comments to specific operation of the "Depew Underground

Storage" of his company, he stated that each case is individual and must be treated as such. Principal problems encountered in the conditioning of gas that were discussed at length included: water vapor removal; free water entrainment; sand and shale production; and compressor oil contamination.

A third paper on storage was presented by B. E. Eakin, Institute of Gas Technology. Speaking on nonconventional storage of natural gas he discussed the relative advantages of various methods now used throughout the nation.

In his discussion of liquefaction he pointed out that although this offers the greatest reduction in storage volume it has two principal disadvantages. First, it is necessary to remove about 16,000 Btu to convert one mcf of gas at 40° to liquid at -260°; and secondly, it is necessary to maintain a large insulated container at a very low temperature level.

Throughout the discussion cost comparisons were made with conventional storage vs. new techniques, such as mined caverns for underground storage.

Final speaker for the general sessions, Dr. J. Friend, Isotypes, Inc., Westwood, N. J., spoke on the use of radioisotopes in the natural gas industry. Although this is a comparatively new field, he showed how the use of isotopes could cut costs and be extremely beneficial in preventive maintenance.

Afternoon meetings on both days were divided into two sessions, one on chemicals and engineering and a second on manufactured gas production. A distinguished list of guests and speakers drawn from the gas industry presented papers.

At Monday's Chemical and Engineering session, Dr. R. B. Cuddeback, Linde Co. Div., Union Carbide Co., gave a very enlightening talk on molecular sieves. He indicated that this term is no

(Continued on page 33)

Industrial relations

(Continued from page 22)

mission of the pickets, entered the plant and protested to management regarding the failure of the draftsmen to gain admission. They informed management, according to Mr. Seward, that they were ready and willing to work and to fulfill their contract. They sent telegrams to headquarters in Bethlehem, Pa., requesting the com-

pany take positive action to ensure their safety. Mr. Seward said that it also has appeared that the guild suggested an injunction be sought against the pickets. Bethlehem did not seek an injunction; but Mr. Seward said management did urge guild officials to try to settle the picket-line matter by a meeting with the steelworkers.

Mr. Seward said that the question posed by the draftsmen's grievance is whether the company's failure to ensure and protect

their right to enter the plant on July 20 and 21, 1959, constituted a lockout within the meaning of the Bethlehem-guild contract. On the evidence presented, he said he could not reasonably or realistically hold that the guild contract was violated. There was no affirmative action by the company against the guild's draftsmen, no effort by management to exclude them from the plant. It was clearly the steelworkers who kept them out.

Highways

(Continued from page 20)

to do as much highway work for as little money as possible. Like everybody else they want to squeeze the dollar till it yells. They want to get the highway work done quickly, too. When funds are tied up by long processes of utility negotiation and by litigation, the highway user is suffering because he doesn't have the new highway he's already paid for.

Too, delays brought about by negotiations with the utilities are eliminated and this delay is reflected directly in the bid prices of his projects.

Thus, there is a real reason why the utilities and the highway departments should coordinate their activities. They should be eager to let each other know what their plans are, how they plan to

meet them, when they expect to carry them out.

Many state highway departments and a number of utility companies have established a working group whose job is to integrate and correlate advance planning. Unfortunately, there are some state highway departments and utility groups who refuse or are reluctant or just don't care enough to establish such a working group.

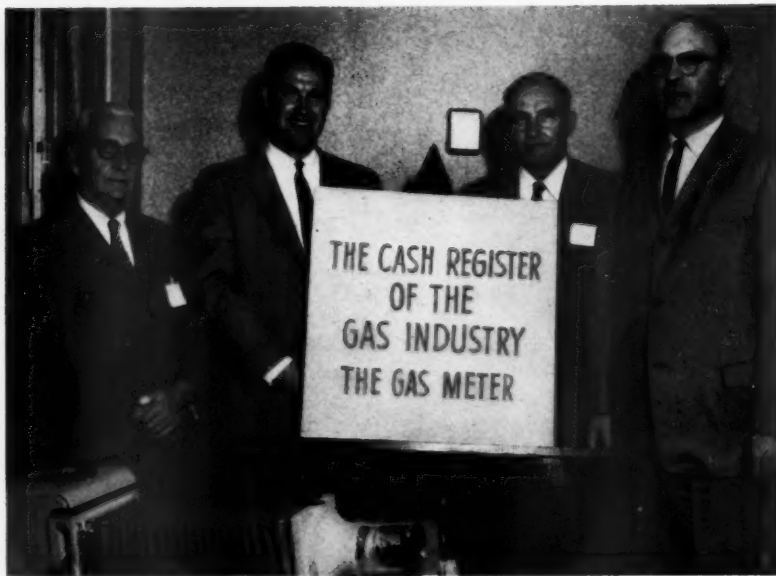
But in this age of fast-moving highway work, where enormous construction projects are the daily rule, it is not tenable to hold to such a position. It is necessary that a durable, close, honest and trusting relationship exist between the highway departments and the utilities. A liaison committee composed of highway and utility officials should be organized in each state to bring about this close relationship.

If I might I'd like to make some suggestions to the utility people. Highway departments face considerable problems in locating highways. There are pressures from statewide groups, from local business organizations, from automobile clubs, from chambers of commerce and from numerous other groups. Utility men should take an active interest in these groups and urge them to help the highway departments arrive at an acceptable location. For it is during this interval of planning new locations that the utility can keep itself informed on what the highway department is doing.

Too, I think it is too much to expect of a highway department that it write a letter to a utility every time a move is contemplated in the area of service. Rather it should be the job of the utility to keep in touch with the highway departments and ask them what is going to happen. If there is any reluctance on the part of the highway department to discuss possible highway work, there should be a complete airing of this reluctance and certainly any areas of suspicion should be removed.

One of the complaints heard most often from the utilities people is that not enough "lead time" is allowed by the highway department. Their feeling is that the highway departments should develop a long-range plan, lay out the detailed locations and buy the rights of way well in advance so that the utilities can lay down their program to follow this long-range plan. This certainly would be a lovely state of affairs and I'll wager that there isn't a highway official in the country that doesn't seek the same thing. But carrying out this is a real problem. For there are many complicating factors, chief one of which is the ever-changing and dynamic highway picture in this country. Our highway program is so much affected by growing pains that it has been impossible to schedule projects over several years ahead. I doubt very much whether the

Metering committee honors M. J. Harper



M. J. Harper (l.), vice president, Rockwell Manufacturing Co., was recently presented with a plaque and a set of gas lights after serving 20 years as chairman of annual metering committee dinner. With him, from left, Earl Hudson, Rockwell; Fred Peters, committee chairman; Robert L. Jones, vice chairman

lead time will be increased appreciably from what it is now.

This doesn't mean the situation is hopeless. Rather this calls for a greater effort on the part of highway officials and utility officials to coordinate their activities.

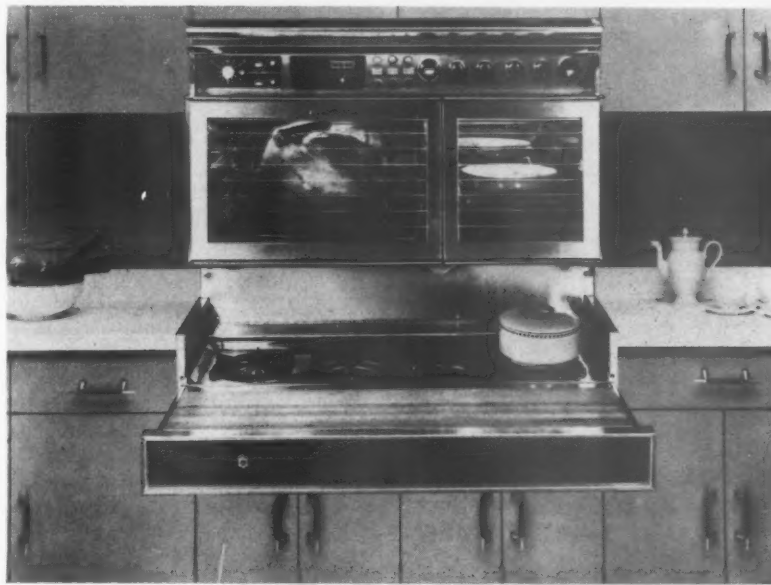
Many utilities operate in interstate commerce. Their business takes them into many states. In each of these states the laws regarding highway departments in their relations to utilities may be, and for the most part are, different. Certainly it behooves the utility companies to be aware of the legal requirements in each state. It will simplify the operations of the utility and will certainly help the highway departments. If the utility, when it runs up against a state law which it is not acquainted with, reacts as if it has been hit with a ten-ton truck, it's understandable why there may be resentment and reluctance to cooperate. But it doesn't solve the problem. The legal departments of the utilities aren't on the ball when they allow such situations to develop.

Many state highway departments have recognized the growing importance of the necessity of closer liaison with utilities. They have set up a utilities section headed by a utilities engineer or some other specialist. In general the purpose of this section of the highway department administrative organization is to coordinate and expedite utilities' planning and operations and to arrange with the various utilities for preliminary studies on utility adjustments. This is done as soon as possible after the highway location is established. Then the utilities engineer typically doesn't stop here. He follows through with the utilities on all details of their engineering plans and estimates and he negotiates with the utilities on appropriate sharing of the costs.

There isn't any question about it, the utilities engineers in most of the highway departments have become firmly established as an integral part of the administrative machinery.

There isn't any question either about the fact that these sections need strength-

Companies co-design new gas range model



Eye-level convenience and ease are the revolutionary design features of this new Fabulous 400 gas model by Tappan and O'Keefe and Merritt companies. To be built in, hung on a wall, or mounted on a cabinet, the model features chrome-lined oven and broiler, rotisserie, and many automatic controls

ening. But it is an equally valid fact that the utilities themselves must form a highway organization within their administrative setup to keep tabs on the highway plans, to nose around looking for information on new highway developments and to work closely with the utilities sections of the highway departments.

When the two groups work together closely, then we'll have the proper coordination. Until then we'll be in a state of not knowing about what's going on and where.

And that certainly does neither the highway departments nor the utilities any good. It scarcely redounds to the benefit of the public.

What all of us must realize is that highways and our public utility agencies are here to stay. They cover the face of the earth. And they have found historically that it is to the public interest to accommodate one another wherever possible. All are engaged in service to

the public. All must be guided by the highest ideals of the public service. Each has an obligation to see that he provides his service at the lowest possible cost.

The advantages of close coordination of planning highways and utilities must not be lost through ignorance or simple refusal to face the issue.

We are entering a new age, one that promises great things for all the people of the world. Our contribution in the highway and utilities field is just as important as that of the most prominent scientist or inventor. We've got to learn to turn out a better product at a lesser cost. That's what this progress we're talking about actually means.

Thus, as citizens of the United States we have an obligation to help in this general march toward a better life. And if coordination of our activities can help—and I think we've demonstrated it can help—we can't let anything stand in our way which would disturb a close and trusting relationship.

Operating

(Continued from page 31)

longer a new one and defined molecular sieves as either naturally occurring zeolites or synthetic zeolites.

The remaining portion of the session was devoted to a panel on gas chromatography.

At another Monday afternoon meeting, R. J. Rutherford, Worcester Gas Light Co., Mass., explained a novel

emergency gas pooling system now used in New England. He discussed in detail the responsibilities and benefits of the 40 utilities and two pipelines involved in the venture. During the talk he cited the close cooperation that is needed be-

tween distributors and pipelines to insure success of the program.

Other papers at the meeting dealt with manufactured gas production planning and gases from solid fuels.

On Tuesday afternoon the Chemical and Engineering meeting was devoted to an odorization panel discussion and papers. Delving into the problems of masking odorants, odor level and odorant concentration as compared to odor intensity, the panel and guest speaker presented a comprehensive review of

present and future trends in gas odorization.

In the final meeting on Tuesday a "Gases from Fluid Fuels Session" convened for an extensive program of general discussion and presentation of papers. Included in the program was a short symposium on "High Btu Gas Developments."

A report of the Committee on LP-Gas Utility Code was presented by C. G. Segeler, director, Utilization Bureau, A. G. A. Explaining the function of the

committee and their work with the National Fire Protection Association, Mr. Segeler urged members to take advantage of the services offered by NFPA and the National Bureau of Fire Underwriters.

The committee is now working on code requirements for refrigerated storage systems and unconventional storage systems, he stated.

A general discussion period was held following the scheduled talks of other speakers.

Safety conference

(Continued from page 25)

the National Safety Council are co-sponsors of the Motor Vehicle Fleet Safety Contest.

Delegates attending will have an opportunity to see and learn about a new concept in safety programming. P. E. Sheppard, staff representative for the Executive Committee of the Public Utilities Section, National Safety Council,

will brief the delegates on the dynamic new campaign, "Safety Everywhere—All the Time." He will also show the new motion picture that the campaign is built around.

Mr. Halsey Hall, a well-known mid-western toastmaster, will be the after-luncheon speaker on September 14.

The demonstration on "Bell Hole Safety" by Herman Quist, Jr., assistant manager of distribution, Minneapolis Gas Company, will be presented on the

afternoon of the second day. This presentation will show how one company has solved the hazards of working in confined areas where gas may be present.

Question and answer periods are planned following each presentation.

Representatives from companies who will receive Safety Achievement Awards for their outstanding achievement in accident control in 1959 will be honored. The actual award presentations will be made at the A. G. A. Convention.

Convention

(Continued from page 10)

closer friendship and better understanding between utility and dealers since Central Hudson sales personnel will accompany the dealers.

The round trip and overnight stay at the Californian Motel will be offered to dealers at cost. However, Central Hudson will stage a promotion during July,

August, and September which will enable gas heating dealers to make the trip at no cost to them providing they meet the requirements set under a quota sales plan. The quotas were set after taking into consideration sales made during the same period of 1959. They are such that most dealers in the area will have a reasonable chance of qualifying while at the same time an increase in sales over last year should result, which

will be in direct proportion to the number of dealers who qualify.

Several years ago, Central Hudson offered a similar trip to an A. G. A. exhibit at Convention time and as a result, two busloads of dealers went to Atlantic City.

Preliminary discussions with dealers by Central Hudson found them enthusiastic about making the trip again this year.

Facts and figures

(Continued from page 16)

low-cost housing previously omitted, and the addition of Alaska and Hawaii into the count. The bureau also reports that it is considering the revision of the old series back to 1950 but that it would not undertake such a task until the results of the 1960 census are known.

Shipments of major gas appliances that are affected to a large extent by new housing continued to show declines in the month of May. Gas range shipments were 142,700 units, down 11.0 per cent from May, 1959. Gas-fired water heaters showed a decrease of 15.7 per cent, and gas-fired heating equipment declined by 6.6 per cent from the comparable month of last year.

PERTINENT BUSINESS INDICATORS, MAY, 1960

(WITH PER CENT CHANGES FROM THE CORRESPONDING PERIOD OF THE PRIOR YEAR)

	May			April		
	1960	1959	Per Cent Change	1960	1959	Per Cent Change
Industrial activity, FRB (1947-49 = 100)	167	166	+0.6	165	162	+1.9
Consumer prices (1947-49 = 100)	n.a.	124.0	n.a.	126.2	123.9	+1.9
Housing starts, non-farm (thousands)	n.a.	154.3*	n.a.	116.2*	154.3*	-24.7
New private construction expenditures \$ million)	3,168	3,287	-3.6	2,944	2,999	-1.8
Construction costs (1947-49 = 100)	n.a.	175.5	n.a.	181.0	174.5	+3.7

* New series.

Hi-load campaign

(Continued from page 28)

Campaign a review of previous campaigns was made. The installed hourly Btu input for 1960 exceeded by over 5 per cent that of the year 1957, the previous high, despite the fact that during 1957 Long Island Lighting Company was merchandising and conducting a commercial water heating rental program. During the 1960 campaign only those water heaters whose hourly input exceeded 60,000 Btu were counted while in previous years all water heaters installed in a commercial establishment were included in the count. This year we directed our efforts toward the replacement of competitive fuels.

The 26,949,000 Btu input added to our load as a result of the campaign represented approximately \$130,000 additional annual revenue to the company. We can only conclude from these results that this was by far the most effective campaign in which we have participated.

Gas Sunday supplement gets good reception

The special gas industry magazine supplement of the *New York Times* published on Sunday, June 19, has been received enthusiastically by gas companies across the nation.

More than a million and a half copies of the 32-page, 4-color section were distributed in the U. S. and Canada—with the *Times* regular Sunday circulation of 1,300,000 plus 250,000 made available to companies by the A. G. A. Public Information Bureau at cost.

The successful project was made possible directly by the advertising support from these companies:

American Meter Co.
Arkla Air Conditioning Corp.
Caloric Appliance Corp.
Columbia Gas System, Inc.
Controls Co. of America
Dresser Mfg. Div.—Dresser Industries Inc.
Ebasco Services Inc.
Flynn Burner Corp.
Harper-Wyman Co.
Hasche Engineering Co.
Homestead Valve Mfg. Co.
Magic Chef, Inc.
Mueller Co.
Norge Sales Corp.
Philco Corp.
Robertshaw-Fulton Controls Co.
Rockwell Manufacturing Co.
Geo. D. Roper Corp.
Sprague Meter Co.
Sunray Stove Co.
Tappan Co.
Temco, Inc.
Tennessee Stove Works, Inc.
Transcontinental Gas Pipe Line Corporation
United Gas Corporation
Welbilt Corporation
Whirlpool Corp.
York Corporation

Television

(Continued from page 7)

Brennan, Howard Duff, Sterling Hayden, Lloyd Nolan, Ida Lupino and others.

The commercials starring Julia Meade will feature gas refrigerators, Gold Star ranges, gas heating and air condition-

ing, and the other major gas appliances.

While sponsor of the show nationally will be A. G. A., provisions are being made for gas company names to be shown locally on the "billboard" of each presentation.

Chairman of the A. G. A. National Gas Industry Television Committee is Robert W. Ramsdell, The East Ohio

Gas Company.

Past chairmen, who have been honored for their work in connection with gas industry television sponsorship, are Clare H. Zachry, Southern Union Gas Company; Dean H. Mitchell, Northern Indiana Public Service Company; and Frank H. Trembly, The United Gas Improvement Company.

Washington

(Continued from page 15)

Exchange Commission, and the Federal courts.

Far from simply reporting developments as they happen, Mr. Morris goes to considerable trouble to spot actions still in the offing, in following them through some frequently tortuous twists and turns, and in studying their continuing effects.

As an example, Mr. Morris cites the Upper Mississippi Valley Certificate Case before FPC, a case which was in process for more than four years, in which several companies became involved, and which branched out into such far-afeld legal aspects as anti-trust investigations before it was concluded.

A current example, of course, is the effort being led by the coal industry to

bring about a national fuels policy, under which the gas industry could be hamstrung by legislation replacing free competition in the fuel market. Naturally, every move of the coal group to get such a proposal beyond the present hearing stage and onto the floors of Congress is being watched closely by the A. G. A. Washington staff, among many others.

Occasionally, Mr. Morris' other duties permit him to relax briefly from his relentless pursuit of information. Once a month, he conducts an informal luncheon, at which various gas industry people in Washington—chiefly gas company attorneys and other more or less permanent representatives—get together and swap news. And once a year, he presides over the A. G. A. Washington Dinner, held for the 200 or more people on the working staffs of

Government agencies with which the Washington Office has dealings.

Assisting Mr. Morris in covering Congressional, commission and court developments is Frank Wise, editor of the A. G. A. Index. Mr. Wise's assets include a friendly, eager personality, 21 years as a trade association officer before joining A. G. A. in 1957, and a well-known personal interest in the workings of the national government. Mr. Wise pores over the Congressional Record every day, the way some newspaper readers study the sports pages of their daily newspapers. In addition, he also makes almost daily trips to the FPC, courts, or other agencies, to consult records or look in on hearings. His encyclopedic accumulation of facts is then digested and sifted for A. G. A. members through the newsletter or the *Index*.

The other member of the Washington

Office's three-man team is Seward Abbott, Utilization Engineer. "Sew," as he is known throughout the industry, came to A. G. A. in 1958 after 31 years of gas industry experience as an engineer and sales executive for Servel. A handy man with a slide rule or a specification, "Sew's" job is to see that Government agencies get the complete facts on gas when contracts or "specs" are being drawn up for Federal projects. Thus, "Sew" has been instrumental in enabling gas companies or suppliers to land many large Government jobs for gas. As a re-

sult of his information, some Government agencies, including the Veterans Administration and the General Services Administration, have changed their requirements to ensure that gas equipment is given equal consideration in construction projects.

Mr. Abbott, having established relations with engineers, procurement officers and other key people, frequently is called by them for information, of which fair and effective use invariably is made, he reports.

"Sew's" guide in dealing with the

many Government offices is the motto: "All we have to sell is service." One example of the kind of service he means was provided the day of the MONTHLY's visit. Mr. Abbott received a call from an Air Force department regarding the possibility of a speaker on gas to appear at a symposium on heating and air conditioning. This writer accompanying him, Mr. Abbott caught a cab to the Air Force office, sat down with the officials, and on the spot made arrangements for an A. G. A. utilization engineer to be flown to Illinois to participate.

Los Angeles TIMES defends gas companies as competitive free enterprise businesses

(Editor's note: The following editorial, which is self-explanatory, was published in the Los Angeles Times, May 29, 1960, under the heading "Competition in the Public Interest." This clear, impartial statement by a responsible authority outside the gas industry is reprinted here as a service to member companies which may face similar situations.)

When the Public Utilities Commission staff suggested that local gas companies curtail sales promotion activities it apparently overlooked the important fact that a utility can be a monopoly and still have competition.

The suggestion came up during the current hearings on the petition of the Southern California and Southern Counties Gas Companies for a rate increase made necessary by the increased cost of gas transmitted from out of state. But whatever decision is reached on the rate increase, an enforced cut-back in sales promotion spending would be short-sighted and self-defeating.

The ultimate public interest is best served by assuring dependable service at the lowest reasonable cost. In the case of natural gas suppliers, however, this involves compensating for major seasonal shifts in demand. These shifts oblige the gas companies to compete for new and greater consumption so that the public rates can be kept as low as possible.

The PUC staff suggestion thus seems to miss the point that although the Southern California and Southern Counties Gas Companies have no competi-

tors in the local sale of natural gas, they are engaged in very sharp and serious competition with other local fuel suppliers—the electric utilities.

The gas firms are obviously seeking to gain a bigger market for their commodity because they must gear their facilities to the high demand of the winter months, when virtually all homes use gas for heating. Peak winter use is seven times as great as residential demand during the warmest summer month and other outlets must be found.

Part of the summer slack is offset by industrial users. Beyond this, however, the gas companies must compete, and compete hard, for the expanded use of gas appliances.

Their efforts have had considerable success as shown by a report in the *Wall Street Journal* that a number of major electrical appliance manufacturers have begun or will begin production of gas appliances.

The executive of one such company explained that "the rapid expansion of natural gas transmission facilities has increased the number of homes heating with gas, thereby greatly enlarging the sales opportunities for all gas appliances."

We take no sides whatsoever on the relative merits of gas and electrical appliances. Our only point is that this kind of competition between utilities is clearly in the public interest—and the Public Utilities Commission should not seek to curb it.

DON'T BE AN IIHOG!

An I.I.H.O.G. is the chap who is heard standing on the sidelines and moaning piteously after a successful Industry Convention, "If I Had Only Gone!"

Don't be an I.I.H.O.G. Join the thousands who are making reservations for the A. G. A. Convention and "Festival of Flame" Exhibit.

Here are five reasons you will be glad that you are *not* an I.I.H.O.G.:

1. You will see in operation, first hand, the latest and most significant appliances, equipment and sales techniques at the "Festival of Flame" Exhibit—the most significant and most spectacular show the gas industry has ever sponsored.

2. Outstanding experts from many fields of American life will bring you up to date on the gas industry's progress, problems, goals and relationships with other segments of the economy.

3. You will recharge enthusiasms for the coming year ahead.

4. You will discuss problems and compare new methods and practices with other gas industry people.

5. You will make valuable business contacts.

Industry news

Infrared energy review issued by A. G. A.

AN EVALUATION of available literature covering the production of infrared energy by both gas and other means and a review of the application of infrared energy is presented in a publication recently issued by the A. G. A. Laboratories.

Research Bulletin 83, *Literature Review of Infra-Red Energy Produced With Gas Burners*, describes a research study sponsored by the A. G. A. Committee on Industrial and Commercial Gas Research, as Phase I of PAR Project IA-14, "Investigation of Infrared Energy Production With Gas Burners."

Today, heat transmission by radiation (i.e.,

by infrared energy) has become an important tool of industry, although its techniques are not nearly so widely known nor explored as those of convection and conduction. In some instances, use of infrared energy has been found superior to conventional heating methods for many industrial applications.

Gas-fired infrared burners are not new. Many infrared burner applications have been operating for 20 years or more. However, widespread interest in the use of infrared energy has recently been rekindled with the production of the porous ceramic infrared burner developed in Germany.

As this interest has increased, many unanswered questions have occurred that have hampered use of these new gas-fired infrared burners. For this reason, the gas industry, through the A. G. A. Committee on Industrial and Commercial Research, has felt that research has been necessary to aid the industry in using gas-fired infrared generators and to strengthen their competitive position in industrial processing.

Research Bulletin 83 covers the first phase of a study initiated at the A. G. A. Laboratories in 1958. It includes a review and analysis of the available literature on both gas-fired and competitive means of infrared generation. Discussion is presented on the physics and mathematics of infrared radiation

and the various types of infrared generators currently available.

During the course of this study, extensive references to available literature on infrared energy and related subjects were amassed. This file includes 12 volumes of reports and articles, including pertinent patents on subjects of major interest, three reels of microfilm comprising some nine additional volumes of articles of less direct interest, and a card catalog covering this material, plus enough other work of marginal interest to involve some 10,000 references to books, periodicals, articles, reports, military references, and patents. The card index completely covers the subject of infrared energy, and all information contained in this library is available to interested individuals and companies.

Recent literature reveals infrared generation is becoming a field of ever-increasing gas usage. Section five of Bulletin 83 discusses present applications and comments on possible applications, which are meant to stimulate thinking on the use of infrared burners.

Research Bulletin 83 was prepared by D. W. DeWerth of the Laboratories research staff. Copies are available from A. G. A. or from the A. G. A. Laboratories, 1032 East 62nd St., Cleveland 3, Ohio, for \$2 each. The catalog number is 35/IR.

Gas and housing industries meet for first round table in New York

THE GAS and housing industries faced each other for the first time in a recent round table at New York, N. Y., in the auditorium of the new Time-Life building. The subject of the two-day meeting was the use of gas in tomorrow's house.

House & Home, the professional magazine of Time Inc., devoted to the housing industry, was host to the meeting sponsored by A. G. A. and the Gas Appliance Manufacturers Association (GAMA) in cooperation with *House & Home*. Guests included representatives of the insulation industry and of the home building industry, including appraisers, builders, a deputy commissioner of the Federal Housing Administration, the vice presidents of three insurance companies, mortgage bankers, realtors, and officers of savings banks and savings and loan associations.

A. G. A. members who attended the meeting included presidents and vice presidents of gas companies, service corporations, and pipeline companies. A. G. A. staff representatives were C. S. Stackpole, managing director; S. F. Wikstrom, director, PAR plan; and George Segeler, director, Utilization Bureau.

Among GAMA delegates were presidents, vice presidents, and managers of 11 top manufacturers. Harold Massey, managing director of GAMA, and Edward R. Martin, GAMA's director of marketing and statistics, were present.

During the seminar, the industries learned of each other's problems. There was special emphasis on the changes that have taken place in the housing industry in its evolution from a craft operation into an industrialized one. The builders told the gas people what they needed to help sell houses, and the

gas equipment manufacturers and utilities explained how builders could best utilize gas and gas appliances.

A full report of the meeting will be presented in the issue for October of *House & Home*, together with other editorial material on the outstanding examples of builders who are taking advantage of the promotional program of the gas industry.

All of these editorial pages and all gas equipment advertising (in color and in black and white) contained in the issue will be reprinted by *House & Home* and sold at a nominal cost to utilities and manufacturers

for distribution to the new house and apartment building professionals in their respective marketing areas.

House & Home's editors are currently at work, researching builders and their housing developments that best show the uses of gas. If readers know of any builders doing outstanding jobs with gas appliances and equipment in new houses, Carl Norcross, the magazine's executive editor, would appreciate learning of possibilities for a good story.

Suggestions should be addressed to him at *House & Home*, Time-Life Bldg., New York 20, N. Y.



Among the representatives of builders, lenders, appraisers, realtors, gas equipment manufacturers, insurance companies, and pipeline and distribution companies present at the recent A. G. A.-GAMA-*House & Home* round table was Julius Klein (c., standing) president of Caloric Appliance Corporation

Winning smiles bring Mrs. America national finals to close



Rosemary Murphy, new Mrs. America, is flanked by second place winner, Patricia P. O'Connor (r.), who is Mrs. Minnesota, and Mrs. Georgia, Lillian R. Clemens, who won third place. Mrs. O'Connor, a mother of five, was sponsored by Minneapolis Gas Company, Mrs. Clemens by Savannah Gas Company

TALL, STATELY ROSEMARY MURPHY, 31-year-old mother of four boys and a girl, has won the title of Mrs. America. The Indiana homemaker was chosen for the crown on June 10, 1960, at the War Memorial Auditorium in Fort Lauderdale, Fla., during

the 22nd annual Pageant and Homemaking Contest National Finals. An estimated home audience of over 50 million people saw the event over the facilities of the CBS-TV network.

Mrs. Murphy won her "Mrs. Indiana" state

title at a homemaking contest held at the Lake County Home Show in Crown Point, Ind. She and each of the other state titleholders and their husbands won a two week all-expense trip and stay at Fort Lauderdale during the event.

The Murphy family lives conservatively in a large, old house in Kentland, Ind. Rosemary cans vegetables and fruits and keeps a packed freezer. She cuts her children's hair, and two of her boys have not seen the inside of a barber shop.

Besides taking care of her family, Rosemary is active in her church, where she has sung in the choir for the past 15 years, and several civic organizations.

During the coming year, the homemaking sovereign will have a busy schedule. She will tour the nation, appearing at women's clubs, home builders' openings and conventions, civic functions, department stores, gas appliance expositions, shopping centers, and trade conventions. Besides championing the American homemaker, she will represent the products and services that sponsor the annual Mrs. America event. Among those products are the ones that have been included in the \$30,000 home that is the grand prize of the competition. They include RCA Whirlpool gas appliances—the Gold Star gas range and the gas refrigerator; Crane's gas superior glass-lined water heater; and products from Arkla Air Conditioning Corporation—a complete Sun-Valley gas air conditioning unit that cools in summer and heats in winter and an outdoor Arkla Gaslite.

Withstands tornado



As electricity failed over much of Sapulpa, Okla., after a recent tornado, lamps like this, supplied with gas by Oklahoma Natural Gas Co., Tulsa, Okla., shed light on rescue work throughout night

Mid-West conference, school postponed

THE MID-WEST Gas Association, Minneapolis, Minn., has announced that new dates have been set for its 1960 annual school and conference at Iowa State College, Ames, Iowa. This meeting is now scheduled for September 27 through 29, 1960, instead of the previously announced dates of August

17 through 19, 1960.

The change has been made because of the availability of more appropriate facilities at Iowa State College during the time between the newly selected dates. The new dates also afford a minimum of conflict with other gas industry meetings throughout the country.

Employee tips boost gas appliance sales

ALABAMA Gas Corp., Birmingham, Ala., recently conducted a gas home laundry promotion in which gas dryer sales increased 393.3 per cent over the same period for 1959.

In their campaign, the company distributed throughout the service area \$10 discount certificates for use by any of the utility's customers. A free 30-day home trial was offered.

Employees of the company not on the regular sales staff were offered free gas lights

for supplying five tips resulting in dryer sales. Employees providing nine or more sales-making leads also received a free gas clothes dryer.

In all, 1,000 gas appliances, including dryers, water heaters, ranges, refrigerators, and gas lights, were sold during the time of the promotion. Of those, 57 per cent were sold as a result of sales tips from employees of Alabama Gas.

Sun Oil forms division

SUN OIL CO., Philadelphia, Pa., has formed a new department to cope with the increasing complexity of federal regulation of its natural gas business.

Charles E. Webber has been appointed as director of the natural gas administration, heading the newly organized group responsible for supervision of natural gas sales and the accompanying Federal Power Commission certificate applications, gas rate filings, rate investigations, and related matters.

Berkshire challenged

THE issue for June of the A. G. A. MONTHLY reported that the Berkshire Gas Co., Pittsfield, Mass., has claimed it supplies gas for the largest gas-fired infrared radiant heating installation (138 Panelbloc units) of any industrial plant east of the Mississippi River.

Larry E. Hune, industrial sales representative, East Ohio Gas Co., Canton, Ohio, has reported his company supplies a larger user (188 Schwank heaters), Diebold, Inc.

Students of household equipment course hear Ellen Bridges

ELLEN BRIDGES, home service counsellor of A. G. A., spoke recently at a symposium at Iowa State College of Agriculture and Mechanic Arts in Ames, Iowa. The symposium was part of a summer short course

designed to fill the need expressed by teachers for a basic household equipment course.

Mrs. Bridges was among representatives of three areas of household equipment work. Her talk, "Home Service, A Career," helped

to provide teachers with information for students who are interested in careers with the home service departments of public utilities. Equipment work in the areas of manufacture and testing was also discussed.

A. G. A.'s Sarno on air-force panel on heat and power systems

THE U.S. Air Force will sponsor a conference on operation and maintenance of heating and power plants and systems to be held at Wright-Patterson Air Force Base in Dayton, Ohio, on July 26, 27, and 28, 1960. The conference theme will cover improved efficiency, reliability, and economy of heating

and power plants and systems throughout the air force.

There will be a dinner on the first day of the conference, at which Edwin Vennard, of the Edison Electric Institute of New York, will be principal speaker.

W. Roger Sarno, assistant utilization engi-

neer of the A. G. A. Utilization Bureau, will participate in a panel discussion on fuels on the third day of the meeting. Mr. Sarno will represent A. G. A. at the afternoon session on a panel that will include air force and air defense command officials and representatives of the coal and oil industries.

Whirlpool plans new division as Griebenow retirement nears

R. E. BROOKER, president, Whirlpool Corp., St. Joseph, Michigan, has announced the formation of a refrigerator products division. The company's manufacturing facilities at St. Paul, Minn., and at Evansville, Ind., have been brought under the administrative supervision of a vice president, refrigeration products. Named to this new position is John Platts, former vice president and general manager of the Evansville division. Kenneth C. Williams, who was assistant general manager of the Evansville plant, has become general manager there.

The change parallels last summer's announcement of a laundry products division

and ties in with the fact that Neil Griebenow, vice president and general manager of the St. Paul division, had previously expressed his wish to retire in December, 1960. Mr. Griebenow has named James Bourquin general manager of the St. Paul plant.

Mr. Griebenow joined Seeger Refrigerator Company in 1929. He was elected to a board directorship of Seeger in 1945, with the title of vice president in charge of manufacturing, St. Paul and Evansville divisions. In 1951 he became vice president and general manager of the St. Paul division. From 1940 until 1945 he held supervisory positions as plant superintendent and works manager and in 1945

was named vice president.

Mr. Platts was named vice president of Whirlpool in 1959. He joined the company in 1941 at the St. Joseph division. He was manager, laundry sales to Sears, Roebuck and Company, before his promotion to general manager of the Evansville division in 1957.

Mr. Bourquin joined Whirlpool in 1956 as production manager of the division in Hamilton, Ohio. In January, 1960, he was appointed assistant general manager.

Mr. Williams was director of manufacturing of the Evansville division from 1958 until his appointment as assistant general manager. He joined the company in 1950.

Member Semmes presents historical volume on gas to A. G. A.

OLIVER J. SEMMES, city manager of Pensacola, Fla., and a member of A. G. A., recently donated a book entitled *Some Information Concerning Gas Lights* to the A. G. A. library. Written by one Thomas Cooper, Esq., the volume was published in Philadelphia, Pa., by John Conrad and Company in 1816, the year of the birth of the gas industry in Baltimore, Md.

C. S. Stackpole, managing director of A. G. A., pointed out in his letter of acceptance that the gift is especially appropriate now "when the gas industry has come a full circle." In the years after Rembrandt Peale and his associates amazed the people of Baltimore with a circle of lights using gas as a fuel, gas for lighting was gradually replaced by electricity. However, a rebirth of gas lighting has taken place in this country. Today there are more gas lights in operation here than there were 50 years ago.

Mr. Semmes' gift is a treatise on the expediency of using coal gas. It was designed, according to the author, for laymen "interested in the experiment, who have not yet the means of judging whether it can and ought to be made in our . . . country on a large scale." It was not the only book on the subject available at the time. The author refers to several other such treatises "all of them useful, but none of them descending to some minute precautions in the process, absolutely necessary to safety and success."

A large part of the book is a reprinting of minutes of evidence taken from a report on coal gas of a committee of the House of Commons in England. The report would tend,

notes the author, "to obviate many doubts and fears as to the safety and expediency of coal gas lights." He further expresses his confidence in the new fuel in a report on an explosion that "very lately took place in

a manufactory lighted with coal gas . . . That such an accident could happen, is an evident proof that the machinery was erected by a bungler, unacquainted with the most essential principles of this art."



Edith Finch, A. G. A.'s librarian, receives the 144-year-old volume, "Some Information on Gas Lights," from C. S. Stackpole (l.), managing director of A. G. A., and Jac A. Cushman, secretary of A. G. A. Book was gift of Oliver J. Semmes, A. G. A. member and city manager of the city of Pensacola, Fla.

Highlights of cases before the Federal Power Commission

Bureau of Statistics, American Gas Association

Certificate cases

● **Cities Service Gas Co.** has been granted temporary authority to construct and operate natural gas facilities to enable the company to utilize its Alden, Kans., underground storage field during the 1961-1962 winter heating season. The estimated cost of construction, \$4.3 million, covers only the facilities to be built in 1960. The company's pending certificate application includes an additional \$5.7 in natural gas facilities to be built in 1961 and 1962.

● **Columbia Gulf Transmission Co.** has been authorized to build an additional dual 24-inch underwater crossing of the Mississippi River near Lake Providence, La., one and one half miles north of an existing crossing, at an estimated cost of \$3.5 million.

● **El Paso Gas Supply Co.** has filed an application for authority to construct and operate about 228 miles of 30-inch transmission pipeline and a 7,000 horsepower compressor station at an over-all cost of nearly \$31 million. These facilities will be used to transport natural gas purchased by El Paso Natural Gas Co. from Coastal States Gas Producing Co. and the Houston Pipe Line Co. El Paso Natural Gas Co. has contracted for up to 210 million cubic feet of natural gas daily that will be delivered to El Paso Gas Supply Co. at a point near Three Rivers, Texas. These reserves will be transported and redelivered to El Paso Natural Gas Company's existing Sonora plant in Sutton County, Texas.

● **Manufacturers Light and Heat Co.** has received additional authorization in a continuing program of replacing old pipelines with a modern high-pressure system. The latest authorization includes the construction of about 103 miles of 20-inch pipeline in Fulton, Franklin, Adams, Fayette, Somerset, and Greene Counties, Pa., at an estimated cost of approximately \$7.7 million. The new construction will permit the abandonment of nearly 265 miles of 6- and 8-inch lines.

● **Michigan Wisconsin Pipe Line Co.** has been authorized in a budget-type application to construct new facilities as needed to attach new natural gas supplies from independent producers. The total cost of these facilities will not exceed \$3 million, with each single project limited to \$500,000.

● **Natural Gas Storage Company of Illinois** has been granted temporary authority to drill two injection-withdrawal wells, construct a 36-inch pipeline crossing of the Illinois River, and build additional dehydration facilities. These facilities, to be built in Kankakee and Grundy Counties, Ill., will be used to increase maximum day withdrawals by 75 million cubic feet to a total of 650 million cubic feet of natural gas daily from the Herscher and Cooks Mills storage fields.

● **Ohio Fuel Gas Co.** has received approval of its application to construct 21 miles of pipeline at a cost of \$1.2 million to replace portions of its existing system in Medina, Fairfield, Perry, Pickaway, Clark, Montgomery, Warren, and Crawford Counties, Ohio. The company has also been authorized to construct a distribution system and to initiate retail natural gas service in North Robinson, Ohio.

● **Panhandle Eastern Pipe Line Co.** has filed an application for authority to construct and operate a western Oklahoma supply lateral in order to transport large new gas supplies now under contract from the Elk City, Avarad, West Chester, Northeast Seiling, and Dewey fields. The proposed supply line, to be constructed at an estimated cost of \$15.7 million, includes 50 miles of 22-inch pipe and 150 miles of 24-inch pipe. The new gas supply would enter the main system at the Haven compressor station.

● **Texas Gas Transmission Corp.** has been temporarily authorized to construct about 17 miles of 10-inch pipeline from the eastern terminus of its 20-inch line near Thibodaux, La., to the Bayou Chevreuil field, La Fourche Parish, La. These facilities, to be constructed at a cost of \$965,200, will connect a new natural gas supply to the system. In another case approved by the commission, the company may construct facilities from time to time to attach new gas supplies purchased from independent producers in the general area of the existing pipeline system. Total cost of such may not exceed \$3 million, with the cost of single projects limited to \$500,000.

Rate cases

● **Coastal Transmission Corp.** and **Houston Texas Gas and Oil Corp.**, wholly owned subsidiaries of The Houston Corp., have filed applications for their first natural gas rate increases. Coastal Transmission Corp. not only sells to Houston Texas Gas and Oil Corp. but also transports natural gas for that company. The application for higher rates has included an increase of \$1,429,920 or 11.1 per cent annually on sales of gas and an increase of \$911,970 or 35.4 per cent annually on transported gas for an over-all increase of \$2,341,890 or 15.2 per cent annually. The company has requested an increase in the rate of return from the present 6 per cent to 7 per cent and elimination of the provision in which its rate of return is based upon the combined return earned by both companies.

● **Houston Texas Gas and Oil Corp.** has proposed an over-all increase in rates amounting to \$1,340,880 or 8 per cent on an annual basis. Approximately \$407,750 of the proposed increase would affect 30 wholesale natural gas customers in Florida, and the remaining \$933,130 of the increase would apply to the natural gas transported for Florida Power Corp. and Florida Power and Light Co. In addition to claiming a 7

per cent rate of return, the company has stated that actual construction costs have been higher than estimated, that the cost of borrowed money has been higher than was anticipated, and that present rates, proposed five years ago, are not high enough to cover the cost of service.

SUMMARY OF INDEPENDENT GAS PRODUCER RATE FILINGS—MAY, 1960

	Number	Annual Amount
Tax rate increases allowed without suspension	4	\$ 452
Other rate increases allowed without suspension	19	163,639
Rate increases suspended	89	2,815,461
Total rate increases	112	2,979,552
Tax rate decreases allowed without suspension	1	1,260
Other rate decreases allowed without suspension	—	—
Total rate decreases	1	1,260
Total rate filings (all types)	501	—
Total rate filings acted on from June 7, 1954, to May 31, 1960	46,944	—
Rate increases disposed of after suspension (during May, 1960)	42	492,534
Amount allowed	—	426,186
Amount disallowed	—	—
Amount withdrawn	—	66,348
Rate increases suspended and pending as of May 31, 1960	3,332	\$165,413,265

In other FPC actions, Presiding Examiner Purdue has filed a decision authorizing East Tennessee Natural Gas Co. to provide additional service to Middle Tennessee Utility District. The previously denied proposal was authorized following the submission of additional evidence at a reopened hearing that prompted the conclusion that the new service is required by public convenience and necessity. The district estimates its third-year requirements at more than 725 million cubic feet of natural gas daily.

Presiding Examiner Woodall has filed a decision granting permanent certificates to Tennessee Gas Transmission Co. to increase natural gas deliveries to existing customers on its pipeline system, which extends from Texas to New England. The increased deliveries to existing general service and contract demand customers amount to a combined total of 84.6 million cubic feet of natural gas daily. To support its gas supply position, the company concluded new contracts for the purchase of natural gas reserves amounting to more than 364 billion cubic feet. Some of the additional gas supply has been allocated to Pennsylvania and Southern Gas Co. for distribution in Waverly, N. Y.; to the Honesdale Gas Co. for distribution in Milford, Pa.; and to the Monson Gas Co., a new distribution company located in Massachusetts. The authorization permits the abandonment of transportation service to Niagara Gas Transmission Ltd. as it is no longer required.

Dalton sees enormous Canadian growth

W. H. DALTON, managing director of the Canadian Gas Association, in a talk at the Westbury Hotel in Toronto, Canada, recently predicted enormous growth for the gas industry in Canada.

According to Mr. Dalton, only a minority of the Canadian population has been exposed to the benefits of natural gas, and Canada's population is not dormant. In 1955 average per capita consumption of natural gas in Canada stood at 7,500 cubic feet of gas, and the population was 15,698,000. Last year, average per capita consumption increased to

16,200 cubic feet, and the population jumped to 17,442,000. The Royal Commission on Canada's Economic Prospects has predicted that by 1980 Canada's population will have doubled since 1955 and that 10 times as much gas will be consumed as was in 1955.

The Borden Commission in Canada, Mr. Dalton reported, has estimated that the country's potential reserves are about 300 trillion cubic feet of recoverable gas in the Western Basin alone. Reserve figures have been increasing at more than two and a half trillion cubic feet a year.

Automatic compressor station in service

THE FIRST remotely supervised automatic compressor station for a natural gas transmission company was recently placed in service by Colorado Interstate Gas Co., Colorado Springs, Colo. The system, headquartered in Interstate's communications control center, will supervise the Springfield compressor station approximately 160 miles from Colorado Springs.

Participating in the button-pushing ceremony that inaugurated formal use of the control system were N. B. LauBach, vice president in charge of operations for Interstate, and G. A. Peck, president of the Southwestern Industrial Electronics Company. The latter

company was the prime contractor for the automation system.

Digital telemetering, utilizing solid-state electronics equipment, was used in Interstate's control system. This has marked the first use of solid-state electronics for natural gas compressor station control.

Mr. LauBach has pointed out that the major difference between Interstate's automatic supervisory control and a remote control operation is that all station regulating functions, including engine selection, is under the direction of controls located within the station. In a remote control operation, these functions are handled by the dispatcher.

New LP-Gas odorant described at conference of chemical engineers

A NEW and inexpensive way of putting disagreeable odors in LP-Gas so that dangerous leaks can be detected quickly was described recently at the international congress of Instituto Mexicano de Ingenieros Quimicos and the American Institute of Chemical Engineers.

The method was the subject of a paper by Jose Baraquiel Calva, president of J. B. Calva and Co., Minneapolis, Minn. Mr. Calva is a pioneer in this field.

Odorization (by adding ethyl mercaptan) of LP-Gas, widely used for fuel and in chemical processes, is ordinarily an unsatisfactory proposition. The alternative is odorization in the vapor phase, that is mixing the agent with the gas rather than the liquid. From the point of view of thermodynamics, the odorization of a vapor, as a vapor, is the only certain way of insuring the presence of a predetermined amount of odorant in the mixture, according to Mr. Calva.

He pointed out that in large plants, such as public utilities, costly and bulky equipment is used to odorize gas. This is impractical for 100-pound tanks or 1,000-gallon tanks of LP-Gas, such as are used in cottages, small homes, and restaurants. The load demand is so small that quite delicate equipment is necessary to odorize the gas.

Fortunately a solution to this problem has been found that makes unnecessary the delicate or expensive equipment to introduce the odorant into the gas stream, no matter how small an amount may be demanded. The process consists of the use of high molecular weight odorants that have suitable vapor pressure. Such an odorant is used in conjunction with a cartridge having a capillary

structure that acts as a reservoir for the odorant. This cartridge is small and designed to be inserted in a suitable fitting in the gas line between the cylinder or tank and the pressure reducing valve. The gas line has one or more holes through which flows the

Convenience built in



The new Gold Star built-in gas oven manufactured by Preway Inc., Wisconsin Rapids, Wis., features low temperature thermostat (140°F.), automatic clock control, and built-in rotisserie

gas being released from the cylinder or tank. In passing through these holes, the commercial propane vapor picks up the vapor of the odorant. The amount picked up is controlled by the vapor pressure of the odorant itself and by the design of the cartridge.

British researchers see Cleveland Laboratories



Visiting Englishmen from Watson House and the Central Laboratories of the South Eastern Gas Board, counterparts in London of A. G. A., inspect a low voltage spark igniter with Frank E. Hodgdon (r.), director of A. G. A.'s Cleveland Laboratories. They are (l. to r.) D. R. Wills, F. J. Eaton, G. H. Fuidge

Peoples Natural awards \$6,500 scholarship to Pittsburgh student

THE PEOPLES NATURAL Gas Co., Pittsburgh, Pa., has awarded a scholarship at the Illinois Institute of Technology to Robert E. Tarosky, a graduate of Apollo Area Joint High School.

The scholarship covers full tuition for

four years and has a cash benefit, including summer employment, approximating \$6,500.

In addition to graduating in the upper 10 per cent of his class, Mr. Tarosky was an active leader and participant in extracurricular activities. He was president of the

student council and a member of the National Honor Society.

He is the son of Mr. and Mrs. Frank Tarosky. His father is a mill worker at Allegheny Ludlum Steel Corporation's West Leechburg plant.

Yale professor and associates form pressure consulting group

BARNETT F. DODGE, professor of chemical engineering at Yale University, New Haven, Conn., has announced the formation of a consulting group of scientists and engineers with experience in high-pressure techniques, High Pressure Associates.

The group was formed after a meeting in Erie, Pa., held in October, 1959, under the auspices of Autoclave Engineers, Inc. Its

purpose is to facilitate the bringing together of those with experience in the rapidly growing field of high pressure applications and those who seek help on problems in the field. Other objectives envisaged by the associates are the initiation of standards for pressure work and the preparation of a handbook of safety measures.

Anyone who is interested in becoming an

active member of this group and who believes himself qualified is invited to correspond with Professor Dodge, chairman of High Pressure Associates, to discuss his qualifications. The main qualification for membership is experience in some field of application of high-pressure techniques. Men employed by companies manufacturing or supplying high-pressure equipment are not eligible.

Experimental gas water heater has twice standard recovery rate

THE DESIGN of an experimental 30-gallon table-top gas water heater, having a normal recovery rate twice as fast as contemporary models, is described in a publication recently issued by the A. G. A. Laboratories.

Research Report 1311, *Design and Performance Characteristics of High Recovery Gas Storage Water Heaters*, reports research performed at the Laboratories under A. G. A. PAR Research Project DA-2-WH sponsored by the A. G. A. Committee on Domestic Gas Research.

The table-top-type water heater was originally developed as a possible solution for space limitation. However, further research on this type of unit was believed desirable to increase its hot water delivery. Its compactness enables this type of unit to be placed in the kitchen work area or small utility room.

Research Report 1311 describes a prototype table-top water heater having a hot water de-

livery that represents improvement over most contemporary heaters of this type. The experimental prototype heater was designed for an input of 40,000 Btu per hour, and the unit was capable of heating 33.6 gallons of water per hour through a temperature rise of 100°F. This performance is roughly twice as fast as that of conventional table-top units.

In addition, information is presented on corrosion of high-recovery water heaters. Research was extended over a three-year period, using two specially designed 30-gallon galvanized tank water heaters, each having an input rating of 60,000 Btu per hour distributed between internal and external flueways. Results indicate tank corrosion was no greater in the experimental heaters than in that of galvanized tanks of contemporary units that employ much lower input ratings. Thus, the application of high burner input rates to water heaters designed for such rates

appears fully feasible to achieve faster performance and to increase hot water delivery.

Research Report 1311 was prepared by J. W. Gergel and J. C. Griffiths, of the Laboratories research staff. Copies are available from the A. G. A. Laboratories, 1032 East 62nd St., Cleveland 3, Ohio, for \$1 each. The catalog number is 132/DR.

List July publications

OPERATING

- Report of Task Committee on Meter Standardization, by James Webb. Free. Cat. no. MC-60-50.
- Summary of Annual Report on Underground Gas Storage Statistics, by L. B. Kirk. Free. Cat. no. GSTS-60-50.
- Manual on Job Training for Gas Dispatchers, by the Gas Dispatching Committee. 75 cents. Cat. no. OP-60-2.

RESEARCH

- Literature Review of Infra-Red Energy Produced with Gas Burners, by D. W. DeWerth. Research Bulletin 83. \$2. Cat. no. 35/IR.

ACCIDENT PREVENTION

- How Injuries to Gas Men Might Be Avoided, Volume X, June, 1960, Issue 2, by the A. G. A. Accident Prevention Committee. A collection of accident case histories. 10 cents each to non-members. To members, one copy, free; two to 50 copies, 10 cents each; 51 to 99 copies, seven cents each; 100 to 500 copies, five cents each.

PROMOTION

- Saturday Evening Post Merchandise Package, by Lennen and Newell. Five-piece display on gas heat. 50 cents. Cat. no. 83/P.

PREMIUMS AND PRINTED MATERIALS

- When You Want the Finest Range that Money Can Buy . . . Look for the Gold Star, 1960 edition. Leaflet giving Gold Star specifications in consumer language. \$9.70 per thousand, postage prepaid. Cat. no. 23a/GD.

Northwest Natural advertisement wins award



Judged the year's best outdoor advertising in the poster division of the Oregon Advertising Club Gold Ribbon Awards Competition, this advertisement of Northwest Natural Gas Co., Portland, Ore., features utility's sprightly symbol created by Lloyd Vaughn, animation director for Desilu Productions

Rochester Gas and Electric names Weatherby, Briggs, four others



H. S. Weatherby

TWO IN a series of appointments made recently at Rochester Gas and Electric Corp., Rochester, N. Y., are those of Harold S. Weatherby as vice president and controller and of Paul W. Briggs as secretary.

All other officers of the corporation were re-elected, and four new officers were elected as assistant vice presidents. They are George H. Fiedler, general superintendent of electric and steam divisions; Frederick J. Pfluke, general superintendent of the gas division; Francis E. Drake, Jr., manager rate and economic research department; and Schuyler F. Baldwin, director of public relations. Alfred H. Doud, associate director of public relations, will succeed Mr. Baldwin as director of that department.

Mr. Weatherby joined the utility in 1927 as a clerk in the general accounting department. He became assistant secretary in 1947 and assistant secretary and superintendent of general accounting in 1951. In 1947 he became secretary and controller of the company.

Mr. Briggs started with the company in 1945. He was appointed assistant secretary in 1957.

Mr. Fiedler joined the company as a cadet engineer in 1921. He became superintendent of electric distribution in 1949 and general superintendent of electric and steam departments in 1956.

Mr. Pfluke became associated with the gas manufacturing department in 1921. He be-

came superintendent of gas operations in 1950 and general superintendent of the gas division in 1956.

Mr. Drake joined Rochester Gas and Electric as a field engineer in 1937. He became assistant superintendent of the rate and economic research department in 1954 and manager of that department in 1956.

Mr. Baldwin joined the sales department of the company in 1934. He was named manager of the coke sales and transportation departments in 1948 and director of public relations in 1952.

Alfred H. Doud, a brigadier general in the New York Army National Guard, joined the firm in 1924 in the electric distribution department. He was appointed safety director in 1945 and named assistant director of public relations in 1953. He became associate director of public relations in January, 1960.

Personal and otherwise

Sturkey to retire at Washington Natural

CHARLES M. STURKEY, president, Washington Natural Gas Co., Seattle, Wash., has announced he will retire from office on August 7, 1960, his 66th birthday. His successor will be William P. Woods of New York, N. Y., vice president of Stone and Webster Service Corporation.

Under Mr. Sturkey's direction the company has grown from a modest-sized manufactured gas facility to the fastest-growing major natural gas distribution system in the Northwest. The company now serves 30 incorporated communities in the Puget Sound area. He has seen his company's investment grow from \$16,000,000 in 1955 to more than

\$37,000,000 at the present time.

Mr. Woods has been closely associated with the company during this period of expansion. As president of Conversion and Surveys, Inc., he was in charge of the conversion from manufactured to natural gas for both Washington Natural and Northwest Natural of Portland, Ore. For 14 years an executive of Stone and Webster, he has headed advisory services to Washington Natural.

Mr. Sturkey came to Washington Natural, then called the Seattle Gas Company, as vice president and general manager in 1943. In 1955 he was elected executive vice president and general manager and in 1956, president.

Philadelphia Electric elects Gustave Amsterdam a director

GUSTAVE G. AMSTERDAM, chairman of the board and president of Bankers Securities Corporation, has been elected a director of the Philadelphia Electric Co., Philadelphia, Pa.

He is board chairman of City Stores Co., New York, N. Y.; board chairman of Diversified Stores Co., Inc., New York; chairman of the executive committee and a director of the Yellow Cab Company of

Philadelphia; and president and director of the Benjamin Franklin Hotel Corporation.

Mr. Amsterdam is also vice president and a member of the executive committee of the Old Philadelphia Development Corporation.

Battelle names staff physicist and chief, applied mechanics research

DR. HORACE J. GROVER has been named staff physicist in Battelle Memorial Institute's department of mechanical engineering, and George M. McClure has assumed Dr. Grover's former post as chief of applied mechanics research.

Dr. Grover will be concerned in his new position with advance research on the prop-

erties and mechanical behavior of materials and with new and expanding technical areas of departmental interest. Mr. McClure has assumed responsibility for the group of research specialists engaged in design and stress analysis and in studies of fatigue and other properties affecting equipment design.

Both veteran members of the institute's

staff have been closely associated with varied theoretical and experimental stress analysis studies of equipment and machinery and of vehicles and pressure piping systems. Dr. Grover is co-author of the book, *The Fatigue of Metals and Structures*, which has been published in Canada, England, and the United States.

Murray and Braunig elected at Central Illinois Electric and Gas



J. E. Murray



H. E. Braunig

DIRECTORS of Central Illinois Electric and Gas Co., Rockford, Ill., have elected James E. Murray chairman of the board and principal executive officer and Hubert E. Braunig president.

Mr. Murray succeeds Donald C. McClure, who has retired from active management and who will continue to serve in an advisory capacity as chairman of the executive committee.

Mr. Braunig has advanced from the position of executive vice president and has succeeded Mr. Murray, who had been president of the company since 1953.

Mr. Murray came to Rockford as treasurer

of the company in 1933, becoming vice president and treasurer in 1944.

Mr. Braunig came to Rockford in 1942 from Gulf States Utilities Company, where he was transmission and distribution superintendent for electric, gas, and water services, Texas and Louisiana divisions.

Mr. McClure, who has retired as chairman, had directed the company's operations for 27 years. He joined Central Illinois as president in 1933 and was elected chairman in 1953. Mr. McClure started his utility career with Denver Gas and Electric Company in 1913 following his graduation.

Dresser promotes J. D. Mayson to vice president and secretary

J. D. MAYSON, former secretary of the company, has been promoted to the position of vice president and secretary of Dresser Industries, Dallas, Texas. In his new position he directs the legal, tax, and insurance activities for the company.

Mr. Mayson joined the corporation in 1944 as tax attorney and in 1949 was promoted to director, legal department. He was named assistant secretary in 1957 and was advanced to secretary in December of that year.

The new vice president received his law

degree from the University of Georgia in 1937. He attended Virginia Military Institute and Vanderbilt University. Prior to his association with Dresser Industries he was an attorney with the United States Steel Corporation.

A. G. A Laboratories department head recognized for civic service

DONALD BIDDLE, head of the accessories testing department of the A. G. A. Laboratories at Cleveland, Ohio, was recently awarded a certificate of merit by the Area Councils Association of the Welfare Federation of Cleveland.

This award was presented in recognition of outstanding leadership and devoted service to the Midwest Area Civic Council and for promoting the Area Councils movement in Greater Cleveland.

Mr. Biddle was selected by the Welfare

Federation of Cleveland as one of the six finalists for Cleveland's Good Neighbor award for his participation and leadership in community affairs. He has been active in community affairs since 1947 when he joined the Hough Area Council.

Names in the news—a roundup of promotions and appointments

UTILITY

Louis W. Rissland has retired from Public Service Gas Co. after completing 47 years of service. He had been auditor of disbursements since 1949.

Manufacturers Light and Heat Co. has promoted **Harry T. Heuple** to transmission superintendent. A professional engineer, he joined the firm in 1937 after graduation from the University of Pittsburgh. He had been assistant superintendent of transmission since 1935.

H. Whitcomb Nicolson, former assistant to the vice president in charge of gas operation, Public Service Electric and Gas Co., has retired after 41 years' service to the firm. He was previously general superintendent of distribution. He served as chairman of the A. G. A. distribution committee in 1948 and received the A. G. A. Operating Section's Award of Merit in 1955.

Contrary to earlier reports, **Robert N. Robertson**, residential development director of the Florida Power Corp., was not re-elected as secretary of the Public Utilities Advertising Association (PUAA) at its convention in May, 1960. Mr. Robertson, who in May completed two years as secretary of PUAA, has declined the nomination, and **Wesley W. Blish** has been named to the office. Mr. Blish is advertising manager of the Wisconsin Electric Power Co. He is a former member of the board of directors of the organization and is a past chairman of the advertising committee of the Wisconsin Utilities Association.

Joan Pilot Corliss recently was named home service director for Northern Illinois Gas Co. She has been with the firm since 1956. Mrs. Corliss has succeeded **Karin Morsch Hansen**, who has retired to devote full time to her homemaking duties.

Charles H. Petek, superintendent of general accounting, Washington Natural Gas Co., has been appointed assistant treasurer. He joined the company in 1944 as assistant works clerk and statistician.

MANUFACTURERS

Joseph F. O'Grady, product sales manager of the municipal and utility division of Rockwell Manufacturing Co., has been

appointed assistant vice president of the division. He joined Rockwell in 1941 as water meter supervisor of the district office in Pittsburgh, Pa., and was promoted to his most recent position in 1952. He has been succeeded by **John G. Hoyt, Jr.**, former southeast district sales manager. Before being promoted to his most recent position, Mr. Hoyt was district manager of the district office in Atlanta, Ga. **Marion F. Huff**, former assistant district sales manager for the southeast district of the company's municipal and utility division, has replaced Mr. Hoyt. Mr. Huff joined Rockwell as a sales engineer in 1949 and was appointed to his most recent position in 1959.

James M. Leinenkugel has been appointed product manager-distributive products for A. O. Smith International S.A. He has succeeded **Fred Bote**, who has resigned to accept a position with another firm. Mr. Leinenkugel has spent the last four years in Maracaibo, Venezuela, as manager of a machinery distributor. He is an engineering graduate of the University of Wisconsin.

Cal-Metal Pipe Corporation of Louisiana has appointed **Robert E. Johnston, Jr.**, assistant sales manager. Mr. Johnston, who joined Cal-Metal in 1957, was southern district sales manager before his recent promotion.

Robertshaw Fulton has announced two new appointments. **M. F. (Mike) Grace**, a veteran sales representative of the company's Grayson Controls division, has assumed new duties as product sales manager, central heating controls, for the Grayson division. Since 1955 Mr. Grace has been assigned to Chattanooga, Tenn., as district sales manager for Grayson. In the creation of another new position, the company has appointed **Arthur G. Baitz** as director of engineering planning for the company. Mr. Baitz has been with the firm since 1951.

Chrysler Airtemp has promoted **Marshall J. Bean** as manager of export administration. **Richard J. Leaman** has succeeded Mr. Bean as manager of sales administration. Mr. Bean has been with Chrysler Airtemp since 1951. He became manager of sales administration in 1958. Mr. Leaman joined Chrysler in 1959 as credit manager. He has replaced **S. E. Hicks**, who has left Chrysler.

Three new appointments at the Scientific and Process Instruments division of Beckman Instruments have been announced. **Richard C. Erbes** has been named customer relations manager. He has been with Beckman since 1952, his most recent position being that of product line manager for electrochemical and gas analysis instrumentation. **James D. McCallum** has become regional application engineer, a newly created post. Before joining the firm in 1959, he was with the Shell Chemical Corp. **Robert J. Manning** has been named regional application engineer. He will be in charge of the applications laboratory being established at the regional office of Beckman in Chicago, Ill. For the past seven years he has been connected with the Fullerton Applications Laboratory, most recently as senior chemist.

Edna Poyner has been appointed assistant home service director for the Norge division of Borg-Warner Corp. With Norge since 1955, she was promoted from the position of regional home economist responsible for 10 western states. In another development the company has appointed **Jack S. Pettersen** director of marketing for Norge division. The position was formerly held by **Walter C. Fisher**, who was named Norge vice president of sales in March, 1960. Mr. Pettersen was formerly with Norge as both director of merchandising and director of dealer development. He was for two years vice president of Kenyon and Eckhardt, an advertising agency.

Clark Bros. Co., one of the Dresser Industries, has appointed **James H. Bews** as manager of its branch office in San Francisco, Calif. Mr. Bews joined the organization in 1951 and has served respectively as technical service engineer, application engineer, and since 1957, sales engineer at the district office in Los Angeles, Calif. In another development, **Hugh R. Lafferty**, former application engineer at the office in Los Angeles has been named sales engineer for the same area. He has been with Clark since 1956.

Daniel P. Carlin has become eastern sales manager of the heater and tank division of John Wood Co. He started with the company's tank sales department in 1924. Until his recent appointment he served as man-

ager of Mid-Atlantic states district sales. In a major executive appointment, Ralph R. Mendelson has been named executive vice president of the Hotstream Heater Co. He has served in administrative capacities with the company for the past 20 years.

G. Gwyn Tucker is the newly appointed national accounts sales manager of the Container division of Rheem Manufacturing Co. He has filled the vacancy left by the recent death of F. J. Blume. Mr. Tucker joined Rheem in 1943 as a sales representative and moved into his first sales management responsibility with the firm in 1945. Rheem has also announced the appointment of Ben F. Cake as manager of operations

of the Container division. He has filled the position formerly held by O. X. Pitney, now vice president and general manager of Rheem Califone Corp., a Rheem subsidiary acquired in 1959. Joining Rheem in 1950, Mr. Cake became resident plant manager of the Rheem facility in Richmond, Calif., in 1955. New manager for the Rheem plant at Richmond is Wilbur G. Kelsch, production manager at that Rheem facility since 1947. A 31-year veteran of Rheem, Mr. Kelsch has served at all management levels at the Richmond plant.

Charles S. Marshall has been appointed by the Rubicon division of Minneapolis-Honeywell Regulator Co., as manufactur-

ing superintendent. He has been with the company since 1951 and with the Rubicon division since 1957.

OTHER

William L. Sheets, vice president of Stone and Webster Engineering Corp., has been named senior construction engineer of the firm. He first joined the company as an instrumentman in 1929 and successively worked as resident engineer, project engineer, and general superintendent on construction projects throughout the U.S. He was named construction manager in 1955 and was elected a vice president in 1958.

Gilbert elected to presidency of Society of Gas Operators

T. M. GILBERT, of Cutler-Hammer, Inc., New York, N. Y., has been elected president of the Society of Gas Operators (SOGO). He has succeeded W. D. McElroy, of United Gas Improvement Company. Other officers chosen were Vice President E. G. Rhodes, New Britain Gas Light Co.; Treasurer E. W. Rasmussen, Public Service Electric

and Gas Co.; and Secretary T. L. Goodwin, Consolidated Edison Company of New York.

The executive committee for the coming year will include the retiring president, the current officers, and the following: M. Anuskiewicz, Jr., The Brooklyn Union Gas Co.; L. B. Bowman, Rochester Gas and Electric Corp.; R. H. Bussard, Washington Gas

Light Co.; E. K. Cornelius, Philadelphia Electric Co.; W. A. Fitzsimmons, New Haven Gas Co.; and K. B. Weber, The Brooklyn Union Gas Co.

Finance committee members are J. S. Hurd, Public Service Electric and Gas Co.; and G. J. Williams, Connecticut Light and Power Co.

Gradin succeeds Parson as director A. G. A. Statistical Bureau

THEODORE I. GRADIN, assistant director of the A. G. A. Bureau of Statistics for the past two years, has been named director of the bureau. He succeeds Daniel Parson, who has joined Northern Illinois Gas Company as the firm's first manager of rate and economic research.

Mr. Gradin became a junior statistician on the A. G. A. staff in 1945, later advancing to assistant, associate, and senior statistician. In his recent capacity as assistant director of the bureau, his responsibilities included gas utility and pipeline rate analyses.

In his new office, Mr. Gradin will serve as secretary of six committees of A. G. A. They are the Rate Committee, the Committee on Gas Industry Finance and Economics, the Subcommittee on Gas Industry Statistics of the Committee on Economics, the Marketing Research Committee, the Committee on Financial Management, and the Natural Gas Reserves Committee. He will also be active in various associations and groups in which the gas industry has an interest, including the Advisory Council on Federal Reports.

The new director, who resides in White-

stone, N. Y., with his wife and two children, attended schools in New York, N. Y. He majored in economics and statistics at City College of New York, where he received his bachelor's degree in business administration in 1943. He received his master's degree in business administration from the New York University Graduate School of Business in 1948, after majoring in public utilities and marketing research.

Mr. Gradin served two and a half years as U. S. Air Force navigator in the European theatre during World War II.

Lone Star man wins president's medal

MORRIS C. BATES, Lone Star Gas Company employee in Waco, Texas, has been awarded the National Safety Council President's Medal.

The award is the council's citation for saving a human being from death due to any accidental cause that may result in prolonged suspension of breathing. Mr. Bates saved the life of Burma Gueths, 17, last summer after a swimming accident in the Gulf at Galveston by applying the mouth-to-mouth method of artificial respiration. He had learned this

method by watching a safety movie, "Rescue Breathing," at one of Lone Star's regular safety meetings last year.

Approved methods of resuscitation are the Schafer prone pressure, Holger Nielson arm-lift back-pressure, and mouth-to-mouth. There have been about 15 awards given in the nation for the latter method to date, while more than 2,000 have been given for use of the others.

The mouth-to-mouth method has been in general use for approximately one year.

Walworth names Grove

THE WALWORTH CO., New York, N. Y., has named Marvin H. Grove to the newly created post of chief executive officer and has elected him chairman of its executive committee. He is president of Walworth's wholly owned subsidiary, Grove Valve and Regulator Company.

Mr. Grove's appointment was announced following a directors' meeting in New York, where election to the Walworth board of John W. Collins was also revealed. Mr. Collins is an officer of Grove.

Columbia Service elects Batten vice president



F. W. Batten

THE BOARD of directors of The Columbia Gas System Service Corporation, New York, N. Y., has elected Fred W. Batten vice president and chief operations officer of the corporation.

Mr. Batten had been vice president of Columbia Gas System Service Corporation. He joined the system in

1936, later becoming manager of the distribution district, with headquarters at Binghamton, N. Y.

In 1947 he joined the service corporation and became assistant vice president in 1951. Later that year he went to Columbia's Pittsburgh group headquarters as vice president and assistant general manager, advancing to general manager in 1952.

He returned to the service corporation and was then elected as its vice president in 1956.

Mr. Batten is chairman of the A. G. A. General Research Planning Committee.

Tuttle appointed



J. L. Tuttle

OHIO GAS CO., Bryan, Ohio, has announced the appointment of James L. Tuttle as vice president and operating manager of the company.

Mr. Tuttle left the Allied New Hampshire Gas Company in 1947 to join Ohio Gas as service manager. In 1952 he became general superintendent.

Southern Union's President Zachry, Vice President Lawlor retire



C. H. Zachry

SOUTHERN UNION Gas Co., Dallas, Texas, has announced the retirement of its president, C. H. Zachry, and of its vice president and operating manager, William Lawlor, Jr.

Mr. Zachry has served Southern Union as an officer for 27 years. He joined the company in 1933 as secretary-treasurer. Six months later he became vice president and treasurer. In 1943 he was named executive vice president and in 1945 was elected to the presidency.

During the 15 years that he headed Southern Union, Mr. Zachry saw its assets grow from \$13 million to nearly \$140 million and its customers increase from 72,000 to more than 340,000.

He is a former president of the Southern Gas Association and of A. G. A. For the past year he has served as chairman of the A. G. A. Television Committee and was recently given an award for outstanding service in that post.

Mr. Zachry is remaining a member of Southern Union's board of directors and will continue as chairman of the West Ohio Gas Company's board of directors and as a director of Arkla Air Conditioning Corporation.

Mr. Lawlor began his career in the gas industry in 1907 when he helped his father build the first gas plant at Fremont, Nebr. He subsequently served with six public utility companies. He moved to Austin, Texas, in 1913 and there served five gas companies, including Southern Union. From 1938 to 1946, when the gas utility was owned by Texas Public Service Company, Mr. Lawlor served as its president and general manager.

He was named vice president of Southern Union when the company acquired the properties in Austin in 1949. In 1954 he was appointed vice president and operating manager. Mr. Lawlor will continue with the firm as a consultant.

Van Den Berg, board vice chairman, retires from Southern Natural

CVAN DEN BERG, vice chairman of the board of Southern Natural Gas Co., Birmingham, Ala., has elected to retire, effective July 31, 1960, after 33 years of devoted and productive service with the company and its affiliates.

Four of the company's vice presidents, Howard M. Erskine, H. E. Jackson, John M. Starke, and O. W. Clark, have been promoted

to the newly created office of senior vice president. Four other executives, William S. Tarver, L. N. Brown, Robert G. Kenan, and Mortimer Jordan, have been elected vice presidents. Howard Maxton has been elected an assistant treasurer.

Mr. Erskine will continue as financial vice president; Mr. Jackson will continue to serve as treasurer. Mr. Starke will continue to have

general supervision of the oil and gas supply division, and Mr. Clark will continue to supervise operations and engineering.

Mr. Tarver will have the title of general attorney and secretary; Mr. Brown, chief engineer; Mr. Kenan, director of industrial relations and insurance; and Mr. Jordan, director of public relations and industrial development.

Northern Illinois appoints three to new vice-presidential posts

THREE NEW vice presidents of Northern Illinois Gas Co., Aurora, Ill., were recently elected by the utility's board of directors.

Mathew J. Markle, William E. Preston, and C. Joseph Gauthier have been elected to newly created vice-presidential posts in a move that realigns the utility's executive responsibilities.

A 36-year utility veteran, Mr. Markle has been company manager of operation for the past two years. As vice president, he will head the firm's engineering, construction, supply, and storage departments.

Mr. Preston, who began his utility career in 1934, has been director of planning for the gas company during the past two years. Vice President Preston's area will include

personnel, long-range planning, and research.

Assistant manager of operation for two years, Mr. Gauthier previously had served as district manager in the south suburban area. He started his gas utility career in 1945. Vice President Gauthier will direct functions of the secretary and treasurer, as well as purchasing, stores, real estate, local taxes, claims, and insurance.

Casselman and Roberts are vice presidents at Stone and Webster

ELECTION of two vice presidents of Stone and Webster Engineering Corp., Boston, Mass., has been announced. They are Theodore E. Casselman Jr., manager of the firm's office in New York, N. Y., and Wilbur S. Roberts, Jr., manager of Stone and Webster's new business activities.

Mr. Casselman joined the firm in 1940 as a project engineer in the headquarters in Boston and was made an assistant engineering manager in 1957. He is a graduate of the Massachusetts Institute of Technology.

Mr. Roberts, who has headed new business activities since 1958, was graduated from

Union College in Schenectady, N. Y. He joined the organization in 1941 and during World War II was loaned to the War Production Board in Washington, D. C. From 1949 through 1953 Mr. Roberts was assigned to Great Britain to assist with the construction of petroleum refining facilities.

Burke and Sahlin named in Roper election



R. S. Burke



H. Sahlin

GEO. D. ROPER Sales Corp., Kankakee, Ill., has announced the election of Richard S. Burke as president and director and of Harry Sahlin as vice president and controller of the corporation.

Mr. Burke, who assumed his new duties on July 1, 1960, had been operating assistant to the president of Sears, Roebuck and Company since 1956. He joined Sears in 1929 after his graduation from Dartmouth College, serving in merchandising capacities before being named assistant to the merchandising vice president in 1941.

After service in World War II, Mr. Burke returned to Sears as manager of the merchandise development, design, and testing laboratory.

Mr. Sahlin had been controller of Roper since March 21, 1960. Prior to that time he had been associated with Sears at the Bradley Manufacturing Works, where he was controller for 12 years. He is a graduate of the University of Illinois, with a bachelor-of-science degree in public utilities.

Ring joins Ebasco

JOHAN F. RING has joined Ebasco Services as gas engineer in the consulting engineering department.

Previously, Mr. Ring served with Stone and Webster Service Corporation. Prior to that, he spent nine years with Public Service Electric and Gas Company in the planning department of their office in Newark, N. J.

Rose White joins A.S.A.

ROSE V. WHITE has been appointed as secretary of the consumer goods standards board and home economist of the American Standards Association.

Miss White will be responsible for servicing 23 consumer standards projects being conducted under ASA procedures, many of those being in the textile field.



Richard C. Williams

supervisor of insurance for Northern Natural Gas Co., Omaha, Nebr., died unexpectedly May 24, 1960, after suffering a heart attack in Omaha. He was 37.

Mr. Williams had been employed by Northern for nearly 12 years. He was a member of the A. G. A. Claims Committee and the A. G. A. General Management Section and was chairman of the A. G. A. Claims Experience Subcommittee. He was a co-founder of the Pipeline Insurance Managers Conference.

He is survived by his wife and three children.

Allan Johnston, Jr.

former sales consultant in the sales and rate department of United Gas Corp., Shreveport, La., died May 25, 1960. He was 54.

Mr. Johnston joined United Gas in 1932 as industrial gas salesman at Jackson, Miss. In 1933 he worked as an industrial engineer at Longview and New Iberia, La. In 1934 he was transferred to Houston, Texas, where he was an industrial engineer and industrial gas salesman.

Transferred to the general office of United Gas in 1940, he was named manager of industrial sales for United Gas Pipe Line Company in 1945.

Mr. Johnston is survived by his widow, the former Martha Sparks; a son; a grandson; and a sister.

Aubry Vaughan Hutchinson

secretary emeritus of the American Society of Heating, Refrigerating and Air Conditioning Engineers, died in Lafayette, Ind., on June 6, 1960. Mr. Hutchinson was executive secretary of the society after its merger-formed beginnings in 1958 until his retirement in 1959. He was similarly allied for 36 years with the society's predecessor, the American Society of Heating and Air Conditioning Engineers.

Mr. Hutchinson joined the American Society of Ventilating Engineers (as ASHAE was then known) in 1922 as manager of publications. He was appointed secretary in 1926 and executive secretary in 1950. When ASVE became ASHAE, he continued as executive secretary and manager of publications.

He is survived by his widow, Janis Louise Barr Hutchinson.

James A. Schultz

accounting manager for the Reading Gas division of the United Gas Improvement Company, died May 12, 1960, in Wyomissing, Pa. Mr. Schultz was 65.

He came to Reading, Pa., from Washington, D. C., in 1924 as an accountant for the former Consumers' Gas Company and sub-

sequently became its office manager and secretary-treasurer prior to the company's merger with United Gas Improvement in 1953. He held the accounting manager's post until the time of his death.

Secretary-treasurer of the Pennsylvania Gas Association since 1958, Mr. Schultz was also treasurer of the Reading Gas Company, which is in the process of being dissolved.

He is survived by his widow, Irene B. Hoffman Schultz and a half sister, Bernice.

T. H. Kerr

associate professor, chemical engineering, at Ohio State University, Columbus, Ohio, passed away on May 27, 1960.

Mr. Kerr, who obtained his bachelor's and master's degrees at Carnegie Institute of Technology, began his career in the gas industry in 1909. He was a participant in 1916 in research at the U.S. Bureau of Standards on means for determining the specific gravity of gas and developed the first commercial specific gravity balance. He designed and constructed the first successful mercury float-type differential-pressure recorder for use in orifice meters.

From the years 1928 to 1943 he was elected a director and vice president of six gas utility companies. He joined the faculty of Ohio State University in 1949.

Mr. Kerr is survived by his widow, a sister, and a brother.

R. P. Oliveros

who retired in 1958 as sales manager for the Semet-Solvay Engineering division of Allied Chemical and Dye Corporation, died on April 9, 1960, in Charleston, S. C.

Mr. Oliveros served for more than 25 years with the company in various sales and management positions. At A. G. A. he was a member of the Operating Section's Manufactured Gas Production Committee and the Builders' Subcommittee during the years 1954, 1955, and 1956.

His widow, Lillian, survives.

Dozier Finley

retired research director and consultant for Fibreboard Paper Products and its predecessors, died May 25, 1960, at the home he built in 1907 in Berkeley, Calif. He was 79.

The son of a covered-wagon pioneer, Mr. Finley was graduated from the University of California in 1902.

He is survived by his widow, Mary; two sons; and two daughters.

Ernest M. Van Norden

former assistant to the president of Consolidated Edison Company of New York, died on June 5, 1960, in Amityville, L. I., N. Y. He was 84.

Mr. Van Norden was a graduate of the Brooklyn Polytechnic Institute in 1897 and joined Con Edison two years afterward as a clerk. He later became mechanical engineer in charge of all its power plant design and construction.

A sister, Mrs. George Morin, survives.



1960

SEPTEMBER

- 9 • New Jersey Gas Association, Annual Meeting.
- 12-14 • Accident Prevention Conference, Leamington Hotel, Minneapolis, Minn.
- 15-16 • A. G. A. Textile Processing Symposium, Sedgefield Inn, Greensboro, N. C.
- 21-23 • Pacific Coast Gas Association, Annual Meeting, Westward Ho Hotel, Phoenix, Ariz.
- 21-23 • Southeastern Gas Association, Annual Meeting, Sir Walter Hotel, Raleigh, N. C.
- 22 • New England Gas Association, Safety Conference, Statler Hilton Hotel, Boston, Mass.
- 27-29 • Mid-West Gas Association, Gas School and Conference, Iowa State College, Ames, Iowa.

OCTOBER

- 4-5 • Gas Measurement Institute, National Guard Armory, Liberal, Kans.
- 10-12 • Annual Convention of A. G. A. and "Festival of Flame" Exhibit, Atlantic City, N. J.
- 13-15 • American Hotel Association, Annual Meeting, San Juan, Puerto Rico.
- 17-21 • National Metal Exposition (where A. G. A. will exhibit), Philadelphia, Pa.
- 23-25 • Independent Petroleum Association of America, Annual Meeting, Statler Hilton Hotel, Dallas, Texas.
- 24-29 • A. G. A. Kitchen Planning Seminar, Michigan State University, East Lansing, Mich.
- 25-27 • American Standards Association, 11th Annual Conference on Standards, Sheraton-McAlpin Hotel, New York, N. Y.

NOVEMBER

- 14-17 • National Hotel Exposition, New York Coliseum, New York, N. Y.
- 15-16 • Natural Gas Pipeline Institute, Court Room, Court House, Liberal, Kans.
- 18-22 • Air Conditioning and Refrigeration Institute, Annual Meeting, Hollywood Beach Hotel, Hollywood Beach, Fla.
- 28-30 • American Society of Heating, Refrigerating and Air Conditioning Engineers, Semi-annual Meeting, Chase-Park Plaza Hotels, St. Louis, Mo.

Personnel service

SERVICES OFFERED

CPA-Assistant Controller—of major utility. Ten years' supervisory, diversified experience in public utility department of nation-wide public accounting firm. Five years' responsible, private, major company experience. General accounting, auditing, taxes, budgets. Seeking position as chief accounting or financial officer or assistant thereto with future. Will relocate. Resume on request. 0906.

Management and/or Promotion—Nine years' experience in engineering, operations, and distribution with medium size natural gas utility (150,000 customers). Conscientious, reliable, and ambitious. Age 29, married, family. B.S. degree in the physical sciences. Prefer southeast or southwest location. Complete resume upon request. 0907.

Engineer—35 years old, with M.S. degree from Columbia University and 10 years' experience in Structural and Stress Analysis, would like an engineering position in New York City area. Will be available after July 18. 0908.

Mechanical Engineer—August, 1960 Ph.D. graduate of Oklahoma State University. Prime interest: heat transfer; also Thermodynamics or Fluid-dynamics. Resume and references furnished on request. Married, age 35, draft exempt. 0909.

Sales and/or Promotion Manager—background 30 years' experience in management, sales management, advertising, sales promotion and sales training at manufacturer and distributor levels in refrigeration, air conditioning—residential, commercial and industrial. Complete resume available upon request. 0910.

Marketing Research or Sales Administration—10 years, aggressive Southwest utility. Currently marketing research analyst. Previously administrative assistant to marketing director. Responsibilities handled: forecasting, analysis, budgeting, consumer-dealer surveys, sales promotions planning, extensive merchandising, accounting. Married, 31, relocate, \$10,000 minimum. 0911.

Public Relations Executive—Seven years in top level gas industry public relations activities. Extensive background in advertising and sales promotion. Recent activities included direction of creative publicity, special events, press conferences, community, government and employee relations, speech writing, preparation of brochures and booklets, direction of staff personnel, sales training. 0912.

Sales and Project Engineer—over 20 years' experience in the industrial and commercial use of gas, including application of near and far gas-fired infra-red equipment. Will relocate if necessary. Resume sent upon request. 0913.

Comptroller—had responsibility since 1944 for all accounting, treasury and corporate secretary functions including budgeting, financing, systems and procedures, taxes and special studies in a medium-size gas utility. Detailed resume on request. 0914.

Gas Fuel, Heating and Air Conditioning Graduate—Southern Technical Institute, unit of Georgia Tech, desires position in gas air conditioning utilization. Single, military obligation completed. (Age 24) 0915.

Electric Utility Rate Engineer—graduate electrical engineer, M.S. business management, experience: five years rate engineering, 12

years utility engineering consisting of design, construction and operations, NYC area preferred. (Age 38) 0916.

POSITIONS OPEN

Heating and Air Conditioning Sales Engineer—for natural gas utility, located in western North Carolina. An excellent opportunity in a rapidly expanding growth area. Send complete resume. Replies held in confidence. 0934.

Gas Engineer—fast growing, progressive mid-west natural gas utility, over 16,000 customers, seeks engineer with at least three or four years' gas utility operation experience for position in supervisory capacity. Approximately 30 years of age, technical background and experience in corrosion and cathodic protection, executive ability to supervise this type of work. Send full resume of experience, age and salary requirements. 0935.

Gas Engineer—Midwest gas utility seeks recent engineering graduate, limited experience, for position with opportunity to learn all phases of gas utility operations and engineering, eventually leading to supervisory position. Prefer man, about 25, interested in personal advancement. Send background, experience, references, and salary requirements. 0936.

Gas Engineer—unusual opportunity open for gas engineer interested in challenging position in gas industry. Must have ability to grow with increasing responsibilities. Several years' experience in gas utility operations or staff engineering work desirable. 0937.

Gas Operating Engineer—Southern New England medium-size combination gas and electric utility has opening in gas department which should lead to responsible supervisory position. Prefer young graduate engineer with several years experience in gas operations. Excellent opportunity for qualified man. Send resume of experience, qualifications and salary requirements. 0938.

Industrial Sales Engineer—well established natural gas utility, serving rapid growing mid-Atlantic region, has opening for graduate engineer, preferably under 35, as industrial representative. Must be familiar with basic process heating applications, including knowledge of boiler conversions. Send resume of education, experience and salary requirements. 0939.

Industrial Engineer—Northeastern Pennsylvania utility has position open for an industrial engineer with I.E. degree or with equivalent experience. Salary open. A man must contact large commercial and industrial customers to convert them from other fuels. Send complete resume including education, experience, references and salary expected. 0940.

Manager—small natural gas utility distributing in scattered Southwest towns needs manager to organize and direct operations. Ideal connection for an active semi-retirement where arid climate and high elevation are advantageous and for someone appreciating challenging associations and fascinating country. Send complete resume. All inquiries acknowledged. 0941.

Operating Vice President—technically-qualified administrator required by stockholder-owned

multi-plant water works utility system in East. Must assume responsibility for direction of local supervisory personnel, including optimum utilization of field operating forces, negotiation of union contracts, engineering and scheduling of construction. Send description of present and prior responsibilities relevant to position described, age, present earnings, photograph, minimum of three business references. No inquiries of references will be made without permission. 0942.

Distribution Research Engineer—challenging position in organization and supervision of distribution research programs for the industry. Graduate engineer, under 35 years of age, five to 10 years experience, excellent knowledge all phases distribution operations. Research experience with large gas utility preferred. Furnish resume of education, experience and salary requirements. 0943.

Testing-Development Engineer—California manufacturer of forced air central gas heating equipment seeks engineer capable of testing and development of forced air furnaces. Must be familiar with A. G. A. testing procedure. Interested candidates please submit resume of background and experience. All replies will be confidential. 0944.

Gas Engineer—midwest utility, 130,000 gas customers, seeks graduate engineer with three to eight years experience in gas distribution work including system design and layout, construction, and corrosion control. Excellent opportunity for advancement. Send resume of education, experience and salary requirements. 0945.

Corrosion Engineer—to head up and expand gas distribution corrosion control program. Please send complete resume of past experience, education and personal data. 0946.

Utility Property Accountant—\$7,176-\$8,580 annually. Responsibility for all property records including methods and procedures related to property records for city-owned utilities. Originate and supervise maintenance of catalogues for plant and retirement units, and general supervision of distribution of property accounts. Review property depreciation to ascertain that adequate reserves are maintained. College graduate with specialization in accounting or business administration, five years utility accounting experience, some in property record accounting. CPA certificate accepted in lieu of college graduation. 0947.

Superintendent of Utility Accounting—\$7,488-\$8,970 annually. Responsibility for all accounting operations including financial reports, budget forecast, and field reporting for city-owned utilities. Conduct continual review of procedures, devising and installing improved procedures in conformity with FPC and NARUC Uniform System of Accounts. College graduate with specialization in accounting or business administration, six years of utility accounting experience, one year at supervisory level. CPA certificate accepted in lieu of college degree. 0948.

Distribution Engineer—small aggressive natural gas utility company requires services of engineer to carry out construction, maintenance, measurement, peak shaving programs, and other related duties. Company located in Southern Connecticut in good potential growth area. Prefer a man with some experience, however, young engineers will also be seriously considered. Please submit resume and salary requirements. 0949.

Anderson elected

ROBERT O. ANDERSON, president of Hondo Oil and Gas Co., Roswell, N. M., was recently elected a member of the board of directors of Northern Natural Gas Co., Omaha, Neb.

Mr. Anderson has replaced Fred C. Koch, who has resigned from the board due to the pressure of his own business affairs.

Mr. Anderson has been active in the petroleum industry for 20 years.

Sprague promotes Bell

SPRAGUE Meter Co., Bridgeport, Conn., has announced the appointment of Gilbert N. Bell as vice president-general manager of sales.

Mr. Bell became associated with the gas industry with Consumers Power Company in Michigan. He was in their gas operating department for 20 years.

He came to Sprague Meter in 1951 as sales engineer.

Tyler to aid president

JOHN H. TYLER, who has been vice president of the Norwood Gas Co., Norwood, Mass., has moved to Malden, Mass., to become assistant to the president of the gas companies of New England Electric System, Boston, Mass. Mr. Tyler has succeeded the late Robert H. Patterson.

A. J. Fabiani of Norwood has succeeded Mr. Tyler as vice president and manager of Norwood Gas.

A.G.A. advisory council

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